



SWOT Analysis Worksheet

Strengths (Internal)

- Are there any elements of your business that make you especially valuable to customers?
- Do you have special skills within your business?
- What can you do better than your competitors?
- Are there features of your business that give you a unique advantage?

Weaknesses (Internal)

- Do you lack certain skills within your business that competitors have?
- Are customers asking you for something you cannot provide?
- What prevents you from getting that order?
- Where are your competitors better than you?

Opportunities (External)

- Are you able to do something your competitors can't?
- Are there new trends that you are in a position to jump on?
- Do your strengths offer you the option of doing something else?
- What features of your business have you not shared with your customers?

Threats (External)

- Is the industry changing to make your skills obsolete?
- Are your competitors doing something you're not?
- Is your technology still relevant?
- Are your weaknesses life-threatening to your business?



Why Conduct a SWOT Analysis?

- Though there are a number of ways to examine your business, a SWOT analysis is a common evaluation technique that helps you assess the Strengths, Weaknesses, Opportunities and Threats (SWOT) of your organization.
- A SWOT analysis is that it allows you to easily organize characteristics of your business in such a way that you can identify trends, both internal and external.
- Conducting a SWOT evaluation is simple, effective, and helps you gain sound insight into your organization.
- This [ARTICLE](#) can help walk you through the process in more detail



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