Example of SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
• capabilities or cost advantages • a new and/or state-of-the-art facility • cultural connections • extraordinary reputation • other aspects that add value • special expertise and/or experience • superior location or geographic advantage	• absence of marketing plan • damaged reputation • gaps in capabilities or service areas • lagging in technology • management or staff problems • own known vulnerability • poor location or geographic barriers • undifferentiated service lines	• a market vacated by a competitor • availability of new technology • changes in population profile or need • competitor vulnerabilities • lack of dominant competition • new market segment that offer improve profit • new vertical, horizontal, or niche markets	• a competitor has an innovative product or service • a new competitor(s) in your home market • adverse changes in reimbursement or regulations • changing insurance plans and/or contracts for major area employers • competitors have superior access to channels of distribution • economic shifts