

SWOT ANALYSIS

Find out what's working well, and what's not so good.

Date: _____ Company: _____

PURPOSE /

TAKEAWAYS & GOALS /

ACTION ITEMS /

S INTERNAL STRENGTHS

1	What do our customers rave about?
2	What are we most efficient at?
3	What makes us stand out?
4	Where do we lead?
5	
6	
7	

W INTERNAL WEAKNESSES

1	What could we do better?
2	Where are we losing money?
3	Where are we wasting time/resources?
4	What do our competitors do better?
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6	
7	

O EXTERNAL OPPORTUNITIES

1	How could we better position ourselves?
2	What is missing in our market?
3	Any new trends occurring?
4	Any new technology we could leverage?
5	
6	
7	

T EXTERNAL THREATS

1	What changes are occurring?
2	What technology could replace us?
3	Who are the disruptors in our market?
4	Any regulations that could threaten us?
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6	
7	