

SWOT Analysis for _____

Use another sheet of paper to answer these questions. Be as honest and truthful as possible. Think outside of the box and be thorough. Ask others close to you to assist if needed.

for assistance in taking the next step after completion, email analysis to: amongthefabulous@gmail.com

S INTERNAL STRENGTHS	
1	What do our customers love most?
2	What are we more efficient at?
3	What can we do for less money?
4	What can we do in less time?
5	What makes us stand out?
6	
7	

W INTERNAL WEAKNESSES	
1	Where do we lack efficiency?
2	Where are we wasting money?
3	Where are we wasting time and resources?
4	What do our competitors do better?
5	What are our top customer complaints?
6	
7	

O EXTERNAL OPPORTUNITIES	
1	What is missing in our market?
2	What could we create or do better than a competitor?
3	What new trends are occurring?
4	What new technology could we use?
5	What openings in the market are there?
6	
7	

T EXTERNAL THREATS	
1	What changes are occurring in our market's environment?
2	What technologies could replace what we do?
3	What changes are occurring in the way we're being discovered?
4	What social changes could threaten us?
5	Are there any threatening government policies or regulations?
6	
7	

ACTION ITEMS & GOALS

1	Which opportunities should we pursue? How can we use our strengths to help us succeed?
2	Which weaknesses can be worked on to help maximize success?
3	What strategies can we put into place to be prepared for threats?
4	