

SWOT Analysis Template

State what you are assessing here _____

(This particular example is for a new business opportunity. Many criteria can apply to more than one quadrant. Identify criteria appropriate too your own SWOT situation.)

<p>Criteria examples Advantages of proposition Capabilities Competitive advantages USP's (unique selling points) Resources, Assets, People Experience, knowledge, data Financial reserves, likely returns Marketing - reach, distribution, awareness Innovative aspects Location and geographical Price, value, quality Accreditations, qualifications, certifications Processes, systems, IT, communications</p>	<p>Strengths</p>	<p>Weaknesses</p>	<p>Criteria examples Disadvantages of proposition Gaps in capabilities Lack of competitive strength Reputation, presence and reach Financials Own known vulnerabilities Timescales, deadlines and pressures Cash flow, start-up cash-drain Continuity, supply chain robustness Effects on core activities, distraction Reliability of data, plan predictability Morale, commitment, leadership Accreditations etc</p>
<p>Criteria examples Market developments Competitors' vulnerabilities Industry or lifestyle trends Technology development and innovation Global influences New markets, vertical, horizontal Niche target markets Geographical, export, import New USP's Tactics: eg, surprise, major contacts Business and product development Information and research Partnerships, agencies</p>	<p>Opportunities</p>	<p>Threats</p>	<p>Criteria examples Political effects Legislative effects Environmental effects IT developments Competitor intentions - various Market demand New technologies, services, ideas Vital contracts and partners Sustaining internal capabilities Obstacles faced Insurmountable weaknesses Loss of key staff Sustainable financial backing Economy - home, abroad Seasonality, weather effects</p>