



SWOT ANALYSIS

(STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS)

Strengths

List all factors internal to your organization that can be considered strengths. Consider:

- Your expertise with a product or service.
- New technology that facilitates your processes.
- Location of your business or organization.
- Unique products or services that separate you from competitors.
- Differentiated processes or procedures that add quality to your product or service.
- Unique resources
- Ability to implement new ideas, products, services and strategies quickly.

Weaknesses

List all factors internal to your organization that can be considered weaknesses. Consider:

- Lack of sales, manufacturing, merchandising or marketing expertise.
- Products or services similar to those of your competitors.
- Poor revenue or resource stream.
- Location of your business.
- Poor quality goods or services.
- Damaged reputation.
- Poor organization structure.
- Insufficient staff.
- Lack of knowledge about market or consumer perceptions.

Opportunities

List all factors external to your organization that can be considered opportunities. Consider:

- A developing distribution channel.
- Cutting edge technology.
- A faltering competitor that exits the market.
- Joint ventures or strategic alliances.
- New market segments that offer improved profits or expanded territory.
- Expansion of product or service lines.
- Increase marketing/communications activities to improve brand awareness.

Threats

List all factors external to your organization that can be considered threats. Consider:

- A new competitor or increased competition in your primary market/s.
- A competitor has a new, innovative product or service.
- Competitors have superior access to channels of distribution.
- Government pressure such as taxes or regulations.
- Changes in consumer demands or perceptions that decrease the perceived value of your products or services.



THE MARKETING SOURCE

SWOT ANALYSIS

(STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS)

Date: _____

Completed by: _____

Strengths

Weaknesses

Opportunities

Threats