

# SWOT Analysis Template

<p style="text-align: center;"><b>Strengths</b></p> <p><i>What are your de facto strengths?</i> <i>What are your competitive strengths?</i> <i>What are your perceived versus real strengths?</i> <i>What other internal factors will help you?</i></p>	<p style="text-align: center;"><b>Weaknesses</b></p> <p><i>What are your de facto weaknesses?</i> <i>What are your competitive weaknesses?</i> <i>What are your perceived versus real weaknesses?</i> <i>What other internal factors will hinder you?</i></p>
<p style="text-align: center;"><b>Opportunities</b></p> <p><i>What current opportunities do you face?</i> <i>What future opportunities do you face?</i> <i>What opportunities do you face re. competitors?</i> <i>What other external factors will help you?</i></p>	<p style="text-align: center;"><b>Threats</b></p> <p><i>What current threats do you face?</i> <i>What future threats do you face?</i> <i>What threats do you face re. competitors?</i> <i>What other external factors will help you?</i></p>

## **Internal Factors (Strengths / Weaknesses)**

- General: People, Process, Technology, Information, Ideas, Beliefs, Values, Experience
- Departmental: Sales, Marketing, Finance, HR, IT, Administration, Operations
- Financial: Costs, Assets, Liabilities, Capital, Leverage, Liquidity, Expenses, Value, Profitability, Revenue, Debt, Risk
- Organizational: Management, Team, Morale, Structure, Location, Industry, Business Model, Partners, Accreditations
- Operational: Efficiencies, Time, Cost, Manpower, Machines, Automated, Manual
- Marketing: Product, Price, Place, Promotion

## **External Factors (Opportunities / Threats)**

- Macroenvironment: Social, Economic, Legal, Government, Technology, Environment
- Market: Customer, Competition, Trends