

SWOT Analysis Template

Strengths		
Possible Strengths	Response	Is it a strength?
Tangible Strengths		
Consider your assets including plant and equipment		
Do you have long-term rental contracts for your business locations?		
Are your products unique or market leading?		
Have you got sufficient financial resources to fund any changes you would like to make?		
Do you have any cost advantages over your competitors?		
Do you use superior technology in your business?		
Is your business high volume?		
Can you scale up your volume if you need to?		
Intangible Strengths		
Do you have or stock strong recognisable brands		
Your reputation - are you considered a market leader? or an expert in your field?		
Do you have good relationship with your customers? (Goodwill)		
Do you have strong relationships with your suppliers		
Do you have a positive relationship with your employees		
Do you have any unique alliances with other businesses?		
Do you own any patents or proprietary technology?		
Do you have a proven advertising process that works well?		
Do you have more experience in your field?		
Are you managers highly		

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Strengths		
Possible Strengths	Response	Is it a strength?
experienced?		
Do you have superior industry knowledge?		
Are you involved with industry associations?		
Is your business Innovative?		
Other Strengths		
Specify		

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Weaknesses		
Possible Weaknesses	Response	Is it a Weakness?
Tangible Weaknesses		
Is your plant and equipment old or outdated?		
Is your product line too narrow?		
Have you got insufficient financial resources to fund any changes you would like to make?		
Do you have a high overall unit cost relative to your competitors?		
Do you use inferior technology in your business?		
Do you have low volume and are restricted in your ability to scale up?		
Intangible Weaknesses		
Do you have a weak or unrecognisable brand?		
Do you have a weak or unrecognisable image?		
Do you have a poor or impersonal relationship with your customers?		
Do you have a poor relationship with your suppliers?		
Do you have a poor relationship with your employees?		
Is your marketing failing to meet objectives?		
Are your managers inexperienced?		
Do you have low R&D?		
Do you lack industry knowledge?		
Do you lack innovative skills?		
Other Weaknesses		
Specify		

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Opportunities		
Possible Opportunities	Response	Is it an Opportunity?
Industry Opportunities		
Can you expand your product range?		
Can you diversify your business interests?		
Can you expand into your customer's field?		
Can you expand into your supplier's field?		
Can you expand your customer base? (Geographically or through new products)		
Do you have placid competitors?		
Do you have any export opportunities?		
Will the total market for your products grow?		
Macro Opportunities		
Are there any favourable changes to legislation pending		
Will there be any changes to any import/export constraints that will be favourable for your business?		
Is the economic outlook favourable?		
Are there any favourable cultural shifts that will benefit you?		
Are there any changes in the use of technology that your business can utilise such as Ecommerce or Internet sales?		
Other Opportunities		
Specify		

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Threats		
Possible Threats	Response	Is it a threat?
Industry Threats		
Will low cost imports impact your business?		
Do consumers have a choice to use a substitute product?		
Are substitute product sales increasing?		
Is your market in slow growth or in decline?		
Is the power of your customers or suppliers growing, can they dictate price?		
Are the needs of your buyers changing?		
Macro Threats		
Will foreign exchange rate changes affect your imports or exports?		
Are there any changes in demographics that will impact your business		
Is regulation in your industry increasing?		
Other Threats		
Specify		