

SWOT Template

SWOT Analysis

A SWOT analysis is a flexible tool that can be used to identify the current internal strengths (S) and weaknesses (W) and the current external opportunities (O) and threats (T) facing the organisation. This can be represented visually as:

Strengths (S) and Weaknesses (W)	The internal environment – the situation inside the organisation.	For example, factors relating to products, pricing, performance, quality, people skills, adaptability, brands, services, reputation, processes, infrastructure, etc	Facts tend to be focused in the present
Opportunities (O) and Threats (T)	The external environment – the situation outside the organisation	For example, factors relating to markets, sectors, audience, fashion, seasonality, trends, competition, economics, politics, society, culture, technology, environmental, media, law, etc	Factors tend to be focused in the future

Source: <http://www.businessballs.com>

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The following provides an example of a SWOT analysis form and the types of factors to consider under each area. It is important to remember that a SWOT analysis can be used for almost any type of decision-making and can be modified to meet the most important issues facing an organisation.

SWOT Analysis <define the subject of the analysis here>

Strengths (internal)

- 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?
- Cultural, attitudinal, behavioural?
- Management cover, succession?

Weaknesses (internal)

- Gaps in capability?
- 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?
- Processes and systems, etc?
- Management cover, succession?

Opportunities (external)

- Market developments?
- Competitors' vulnerabilities?
- Industry or lifestyle trends?
- Technology development and innovation?
- Global influences?
- New markets, vertical, horizontal?
- Niche target markets?
- Geographical, export, import?
- Market need for new USP's?
- Market response to tactic e.g., surprise?
- Major contracts, tenders?
- Business and product development?
- Information and research?
- Partnerships, agencies, distribution?
- Market volume demand trends?
- Seasonal, weather, fashion influences?

Threats (external)

- Political effects?
- Legislative effects?
- Environmental effects?
- IT developments?
- Competitor intentions – various?
- IT developments?
- Competitor intentions – various?
- Market demands?
- New technologies, services, ideas?
- Vital contracts and partners/
- Obstacles faced?
- Insurmountable weaknesses?
- Employment market?
- Financial and credit pressures?
- Economy – home and international?
- Seasonality, weather effects?

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Strengths (internal)	Weaknesses (internal)
Opportunities (external)	Threats (external)