



## SWOT analysis template

How to conduct a SWOT analysis of your farm business is outlined in section 4.2.2, **SWOT analysis, Module 2**, of GRDC's 'Farming the Business'.

<p><b>Strengths</b> within the business</p>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>
<p><b>Weaknesses</b> within the business</p>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>
<p><b>Opportunities</b> outside the business</p>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>
<p><b>Threats</b> outside the business</p>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>

This template to complete your SWOT analysis can be downloaded at: [www.grdc.com.au/FBMtemplate-SWOT](http://www.grdc.com.au/FBMtemplate-SWOT)

Source: P2PAgri P/L