

S

- What are your strengths?
- What do you do better than your competitors?
- What resources can you draw from?
- What are your capabilities?
- What do others view your strengths to be?
- What do you do that customers/clients respond to positively?
- Identify areas where time or resources can be utilised more efficiently.

W

- What are your weaknesses?
- What advantages do your competitors possess?
- What can your competitors do better than you?
- What do you need to improve?
- What do others view your weaknesses to be?
- What do you do that customers/clients respond to negatively?
- Where are time and resources being underutilised or wasted?

O

- What trends may positively impact you?
- What circumstances may work in your favour?
- What opportunities are available to you?
- What channels are available to you?
- What gap in the market can you fill?
- Are there new technologies or tools that have been newly developed?

T

- What trends may negatively impact you?
- What circumstances would hinder you?
- What are your competitors doing that could effect you?
- Do you have a solid financial foundation?
- Do you have long-term financial support?
- Do your weaknesses leave you vulnerable to threats?
- Are there any changes taking place within your market that could negatively impact you?

S.W.O.T.

ANALYSIS

