# (company name) **SWOT analysis**

**Strengths**

Identify your internal strengths by asking yourself:

* What makes my business stand out?
* What makes my product/service/idea unique or valuable?
* Why will my business attract customers and become a success?
* What is my competitive edge?

**Weaknesses**

Identify your internal weaknesses by asking yourself:

* Can my business handle the competition?
* Do I have the experience/manpower to run the business?
* Will my business be able to deliver as promised?
* Do I have sufficient cash flow to keep my business running?

**Opportunities**

Identify your external opportunities by asking yourself:

* Which current trends can match my business idea?
* What is the potential for taking my business idea abroad?
* How can I further develop my product/service/idea?
* What market developments can my business benefit from?

**Threats**

Identify your external threats by asking yourself:

* Which political/economic trends can affect my business idea?
* Can any legislative initiatives affect my business idea?
* What sort of obstacles have I not yet considered?
* Are there any competitors I should worry about?

Type your inputs for the SWOT analysis in the fields below

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| --- | --- |
| **S**trengths (internal) | **W**eaknesses (internal) |
| You as an example categorize your internal strengths in themes like:   * Capabilities and competitive advantages (price, value/quality) * Resources, assets (data) and people (experience/knowledge) * Financial reserves, returns * Innovative aspects and marketing reach * Location, geographical and global/local reach * Processes, systems, it, communications | You can as an example categorize your internal weaknesses in themes like:   * Lack of capabilities and gap in competitive strengths * Reputation, presence and reach (effects on core activities) * Timescales, deadlines and suppliers (supply chain) * Financials and cash flow, cash drain * Reliability of data, plan and project * Management cover and succession |
| **O**pportunities (external) | **T**hreats (external) |
| You can as an example categorize your external opportunities in themes like:   * Market and business/product developments * Industry of life style/target trends * Innovation and technology development * Global influences and market developments * Geographical import, export * Major contracts, tactics and surprises | You can as an example categorize your external threats in themes like:   * Political and economic effects * Legislative and environmental effects * Competitive intentions and market demands * Innovation in technologies, services and deals * New contracts/partners and economic conditions |