

# SWOT ANALYSIS

A SWOT analysis is a strategic planning tool used by businesses, organizations, and individuals to assess their internal strengths and weaknesses, as well as external opportunities and threats. It helps decision-makers understand where they stand and develop strategies for growth and improvement.

## STRENGTHS



Strengths focus on your business's strong points—the resources, processes, and characteristics that give you an advantage.

### WHAT TO INCLUDE:

- ✓ What makes your business unique? (e.g., proprietary technology, specialized expertise)
- ✓ What are your strongest products or services?
- ✓ Do you have a loyal customer base or strong brand recognition?
- ✓ Are your financials strong (e.g., consistent revenue, low debt)?

## WEAKNESSES



Weaknesses are internal challenges or areas where your business may struggle. These are aspects you can control and improve upon.

### WHAT TO INCLUDE:

- ✓ Where does your business lack resources or expertise?
- ✓ Are there gaps in your product or service offerings?
- ✓ Do you struggle with customer retention or satisfaction?
- ✓ Are your costs too high compared to competitors?
- ✓ Are your marketing efforts underperforming?

## OPPORTUNITIES



Opportunities are favorable external factors that your business can take advantage of to grow or gain a competitive edge.

### WHAT TO INCLUDE:

- ✓ Are there new trends or technologies you can adopt?
- ✓ Is there a growing demand for your product or service?
- ✓ Are there government grants, tax incentives, or funding programs available?
- ✓ Is there a gap in the market that you can fill?
- ✓ Can you improve brand visibility through social media or influencer marketing?

## THREATS



Threats are outside factors that could negatively impact your business. These are often beyond your control, but you can prepare for them.

### WHAT TO INCLUDE:

- ✓ Who are your biggest competitors, and how do they compare?
- ✓ Are there economic factors (e.g., inflation, recession) that could impact your business?
- ✓ Are industry regulations changing in ways that could affect you?
- ✓ Is customer behavior shifting away from your product or service?

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**STRENGTHS**



**WEAKENESS**



**OPPORTUNITIES**



**THREATS**

