

SWOT ANALYSIS

STRENGTHS

Explain the key strengths of your company. These strengths are internal attributes where you stand above competitors, such as product/service, location, etc.

WEAKNESSES

Outline where the company might fail or struggle internally. Examples might include a poor pricing model or unclear leadership.

OPPORTUNITIES

List the external opportunities the company could benefit from, such as a growing demand for its product/services.

THREATS

Provide an overview of the threats this organization faces. One example might be a new tax on the products/services the business provides.