



SWOT Analysis

STRENGTH

S

WEAKNESS

W

OPPORTUNITY

O

THREAT

T

SWOT Analysis

Here are some examples of possible strengths, weaknesses, opportunities and threats in marketing.

Possible strengths:

- Marketing expertise on the team
- An innovative product or service
- The location of your business is convenient for customers
- The reputation of your brand. *For example, if it is trusted or recognized to offer the highest quality, your brand reputation is a strength.*

Possible weaknesses:

- Not having a clear product differentiation compared with competitor's offerings
- Weak distribution compared with your competitors
- Not having enough online presence

Potential opportunities:

- Using advanced technology to develop new products
- Growing demand from new markets
- Using social media sites to reach new customers

Possible threats:

- Competitors might introduce better products and services at lower prices
- Changes in the economic environment might reduce customer loyalty to established brands
- Changes in customer tastes and fashions can also be a problem

