**SWOT Analysis Template**

State what you are assessing here \_ (This particular example is for a new business opportunity. Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation.)

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**criteria examples**

Advantages of proposition? Capabilities?

Competitive advantages? USP's (unique selling points)? Resources, Assets, People? Experience, knowledge, data?

Financial reserves, likely returns? Marketing - reach, distribution, awareness?

Innovative aspects? Location and geographical? Price, value, quality?

Accreditations, qualifications, certifications?

Processes, systems, IT, communications?

Cultural, attitudinal, behavioural? Management cover, succession? Philosophy and values?

**strengths**

**weaknesses**

**criteria examples**

Disadvantages of proposition? Gaps in capabilities?

Lack of competitive strength? Reputation, presence and reach? Financials?

Own known vulnerabilities? Timescales, deadlines and pressures?

Cashflow, start-up cash-drain? Continuity, supply chain robustness?

Effects on core activities, distraction?

Reliability of data, plan predictability?

Morale, commitment, leadership? Accreditations, etc?

Processes and systems, etc? Management cover, succession?

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**criteria examples**

Market developments? Competitors' vulnerabilities? Industry or lifestyle trends? Technology development and innovation?

Global influences?

New markets, vertical, horizontal? Niche target markets?

Geographical, export, import? New USP's?

Tactics: eg, surprise, major contracts?

Business and product development? Information and research?

Partnerships, agencies, distribution? Volumes, production, economies? Seasonal, weather, fashion influences?

**opportunities**

**threats**

**criteria examples**

Political effects? Legislative effects? Environmental effects? IT developments?

Competitor intentions - various? Market demand?

New technologies, services, ideas? Vital contracts and partners?

Sustaining internal capabilities? Obstacles faced?

Insurmountable weaknesses? Loss of key staff?

Sustainable financial backing? Economy - home, abroad?

Seasonality, weather effects?

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