

# SWOT Analysis Template

State what you are assessing here: \_\_\_\_\_

<p><b>Criteria Examples</b></p> <p>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?</p>	<p><b>Strengths</b></p>	<p><b>Weaknesses</b></p>	<p><b>Criteria Examples</b></p> <p>Disadvantages of proposition?          Gaps in capabilities?          Lack of competitive strength?          Reputation, presence, and reach?          Financials?          Own known vulnerabilities?          Timescales, deadlines, and pressures?          Cash flow, 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?</p>
<p><b>Criteria Examples</b></p> <p>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: e.g., surprise, major contracts?          Business and product development?          Information and research?          Partnerships, agencies, distribution?          Volumes, production, economies?          Seasonal, weather, fashion influences?</p>	<p><b>Opportunities</b></p>	<p><b>Threats</b></p>	<p><b>Criteria Examples</b></p> <p>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?</p>