**SWOT Analysis**

SWOT analysis is conducted by businesses and organizations to gain insights on current operations and develop strategies. It enables assessment of four parameters associated with the business: Strengths, Weaknesses, Opportunities and Threats. These are further categorized as internal and external parameters.

Strengths and Weaknesses are internal parameters for any business or organization; the strengths of a business are all the points and actions that are going right for it, all the advantages and resources that the business has. Weaknesses are the exact opposite; these are all the problems and disadvantages that are internal to your business and that need improvement.

Opportunities and Threats are external parameters. Opportunities are things that can be done, incorporated and achieved cause business to develop, grow and excel. Threats are such factors that are potential risks to the growth of the business, such as competitors, cash-flow issues, etc.

The following is an example for a SWOT analysis for the online website NaturoPet. The primary business is in organic pet food that is custom formulated for every pet’s individual needs as per the information provided by customers via pre-set surveys and questionnaires. The pet food is formulated based on suggestions by veterinarians and is produced by local businesses. The brand is relatively new and wishes to grow a stronger customer following and gain more popularity.

**NaturoPet SWOT Analysis**

