**Profle title**

SWOT stands for **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats. Use this template to think about your business and competition from a fresh perspective. SWOT analysis helps you assess strengths and weaknesses, and how you can leverage those qualities to respond to market opportunities and threats.

**📥 Internal factors**

Strengths and weaknesses are internal factors of your company and team that you have some control over, such as your intellectual property, team composition, and product's features.

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| List factors that put your business at a competitive advantage. | List factors that put your business at a competitive disadvantage. |

## 📤 External factors

Opportunities and threats are external factors related to your market and industry, such as competitor products, the cost of raw materials, and customer behavior trends.

|  |  |
| --- | --- |
| Opportunities | Threats |
| List factors that could help your business grow. | List factors that could put your business at risk. |

## 🔎 SWOT analysis

Brainstorm with team members with different skill sets and experience levels to get fresh perspectives about your business.

|  |  |
| --- | --- |
| Attack strategies | Develop strategies |
| Think about your strengths and opportunities and list how can you leverage them to grow your business. | Think about your strengths and threats and list how can you use your strengths to prevent loss and mitigate risks. |
| Reinforce strategies | Avoid strategies |
| List how can you take advantage of opportunities to overcome weaknesses. | List how can you prioritize and address weaknesses to best avoid threats. |

## ✅ Proposal

Organize your ideas into a concrete strategic proposal and set of action items that your team can work on in the coming months.