**SWOT Analysis**

SWOT analysis is a strategic planning and strategic management technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning. It is sometimes called situational assessment or situational analysis.

**Strengths**  
What do you do well?  
What unique resources can you draw on?  
What do others see as your strengths?

**Weaknesses**  
What could you improve?  
Where do you have fewer resources than others?  
What are others likely to see as weaknesses?

**Opportunities**  
What opportunities are open to you?  
What trends could you take advantage of?  
How can you turn your strengths into opportunities?

**Threats**  
What threats could harm you?  
What is your competition doing?  
What threats do your weaknesses expose to you?

