



## MODULE 2

# SWOT Analysis Checklist

Process	Comment	Date Completed or N/A	Needs Additional Analysis (✓)
Prepare a SWOT analysis using SWOT template (go to “My AASBC” on website, then Checklists & More to download): (See Section 2.3)			
Prepare a SWOT Analysis identifying strengths (examples such as): <ul style="list-style-type: none"><li>■ Specialized skills</li><li>■ Assets, equipment, and facilities</li><li>■ Human capital</li><li>■ Intangible assets</li><li>■ Internal and organizational assets</li></ul> (See Section 2.1.1)			
Prepare a SWOT Analysis identifying weaknesses (examples such as): <ul style="list-style-type: none"><li>■ Lack of expertise in the business field</li><li>■ Lack of employee talent, loyalty, and longevity</li><li>■ Employee turnover</li><li>■ Lack of cross-training</li><li>■ Inferior and/or obsolete assets, equipment, facility</li><li>■ Equipment breakdowns</li></ul>			

Process	Comment	Date Completed or N/A	Needs Additional Analysis (✓)
<ul style="list-style-type: none"> <li>■ Poor location</li> <li>■ Ineffective marketing</li> <li>■ No clear strategic direction</li> <li>■ Weak financial position and/or lack of financial resources</li> <li>■ Poor internal controls</li> <li>■ High costs, low profit</li> <li>■ No product or service innovations</li> <li>■ Non-responsive customer service and follow-up</li> <li>■ Narrow product or service line</li> <li>■ Small customer base compared to competition</li> <li>■ Weak brand image</li> <li>■ Small group of suppliers</li> <li>■ Losing market share</li> <li>■ Lack of strong management</li> </ul> <p>(See Section 2.1.2)</p>			
<p><b>Prepare a SWOT Analysis identifying market opportunities (examples such as):</b></p> <ul style="list-style-type: none"> <li>■ Expand geographically or globally with existing products or services</li> <li>■ Diversify products or services</li> <li>■ Add complementary products or services</li> <li>■ Expand targeted customer base</li> <li>■ Develop strategic alliances with other businesses</li> <li>■ Hire skilled employees enabling business to enter new markets and/or offer new products or services</li> <li>■ Purchase of an unrelated business or competitor</li> <li>■ Identify underserved markets and satisfy needs of that market</li> </ul> <p>(See Section 2.1.3)</p>			

Process	Comment	Date Completed or N/A	Needs Additional Analysis (✓)
<p>Prepare a SWOT Analysis identifying potential threats (examples such as):</p> <ul style="list-style-type: none"> <li>■ New competition</li> <li>■ Existing competition with less expensive and/or superior products and services</li> <li>■ Less expensive foreign imports</li> <li>■ Key employee recruited by the competition</li> <li>■ New taxes or business regulations</li> <li>■ Increase in interest rates and operating costs</li> <li>■ Shift in customer or supplier base</li> <li>■ Larger companies with greater financial resources duplicating products or services</li> <li>■ Tight credit market due to local, national, and/or global economy</li> <li>■ Erosion of profit margin due to vendor pricing or major customer bargaining power</li> <li>■ Weather related problems and/or natural disaster</li> </ul> <p>(See Section 2.1.4)</p>			
<p>Determine if another category should be added for “trends”:</p> <p>(See Section 2.5)</p>			
<p>Review important SWOT points to remember:</p> <p>(See Section 2.6)</p>			