

Model.2: SWOT analysis <[bh.github](#)> <[website](#)> <[how.to.video](#)> <[wikipedia](#)>

History: deep history and university dispute on ownership

Purpose: Apply this versatile model to personal situations and businesses to perform a high-level assessment of the value of performing system analysis work. It is also instrumental in helping to organize an unorganized group discussion quickly.



INTERNAL	STRENGTHS	WEAKNESSES
	Capabilities, resources or attributes that provide a competitive advantage Examples: production capacity, industry experience, financial resources, unique ingredients or packaging	Capabilities, resources or attributes that need improvement Examples: lack of resources, limited experience, no marketing plan, no food safety or traceability program
EXTERNAL	OPPORTUNITIES	THREATS
	Circumstances that if capitalized on could have a positive impact on the business Examples: favourable market trends, new technology, government policy changes, potential partnerships	Circumstances that do or could have a negative impact on the business Examples: regulatory changes; new trends, access to ingredients, exchange rate fluctuations

EXAMPLE SWOT ANALYSIS

STRENGTHS	WEAKNESSES
Company: <ul style="list-style-type: none">Food science expertiseSales have increased 57% in past six monthsLow rent due to location (Tofino)Utilizing low cost, approved, gluten-free, shared commercial kitchen* Product: <ul style="list-style-type: none">Contains less sugar and more protein than competitive productsIs on-trend (gluten-free, locally made)Is listed in local food stores	Company: <ul style="list-style-type: none">Lack of financingHas no business or marketing planHigh distribution cost due to locationUtilizing shared commercial kitchen limits production capacity* Product: <ul style="list-style-type: none">Higher priced than competitive productsHigh ingredient costsThree month shelf life insufficient for retail sales
OPPORTUNITIES	THREATS
Company: <ul style="list-style-type: none">High number of people with gluten sensitivities on Vancouver IslandA higher volume in online purchases of natural health food products all over British Columbia	Company: <ul style="list-style-type: none">CFIA's Food Labelling Modernization Initiative may impact the companyTrend for gluten-free on downturnCrop failure has affected supply of the ancient grains
*Note that a strength can also be a weakness. In this example the cookies are produced in a low cost shared commercial kitchen, meeting food safety requirements and gluten-free status. While a strength for a newly established company, it is also a weakness in that production in a shared commercial kitchen limits production capacity.	