**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?