

## SWOT Analysis Template

State what you are assessing here \_\_\_\_\_  
(This particular example is for a new business opportunity. Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation.)

### criteria examples

Advantages of proposition?  
Capabilities?  
Competitive advantages?  
USP's (unique selling points)?  
Resources, Assets, People?  
Experience, knowledge, data?  
Financial reserves, likely returns?  
Marketing - reach, distribution, awareness?  
Innovative aspects?  
Location and geographical?  
Price, value, quality?  
Accreditations, qualifications, certifications?  
Processes, systems, IT, communications?  
Cultural, attitudinal, behavioural?  
Management cover, succession?  
Philosophy and values?

### strengths

### weaknesses

### criteria examples

Disadvantages of proposition?  
Gaps in capabilities?  
Lack of competitive strength?  
Reputation, presence and reach?  
Financials?  
Own known vulnerabilities?  
Timescales, deadlines and pressures?  
Cashflow, start-up cash-drain?  
Continuity, supply chain robustness?  
Effects on core activities, distraction?  
Reliability of data, plan predictability?  
Morale, commitment, leadership?  
Accreditations, etc?  
Processes and systems, etc?  
Management cover, succession?

### criteria examples

Market developments?  
Competitors' vulnerabilities?  
Industry or lifestyle trends?  
Technology development and innovation?  
Global influences?  
New markets, vertical, horizontal?  
Niche target markets?  
Geographical, export, import?  
New USP's?  
Tactics: eg, surprise, major contracts?  
Business and product development?  
Information and research?  
Partnerships, agencies, distribution?  
Volumes, production, economies?  
Seasonal, weather, fashion influences?

### opportunities

### threats

### criteria examples

Political effects?  
Legislative effects?  
Environmental effects?  
IT developments?  
Competitor intentions - various?  
Market demand?  
New technologies, services, ideas?  
Vital contracts and partners?  
Sustaining internal capabilities?  
Obstacles faced?  
Insurmountable weaknesses?  
Loss of key staff?  
Sustainable financial backing?  
Economy - home, abroad?  
Seasonality, weather effects?