



## Worksheet

# SWOT 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 you to?