SWOT Analysis Tool

Purpose

The purpose of this tool is to provide assistance with evaluating your organization’s Strengths, Weaknesses, Opportunities, and Threats. Strengths & weaknesses are generally INTERNAL, while opportunities & threats are normally EXTERNAL.

| Strengths | Weaknesses |
| --- | --- |
| * New Product Dev. Process | * Poor Disaster Recovery |
| Opportunities | Threats |
| * Cross-selling new products | * Data vulnerable to virus |