

# SWOT analysis

## SWOT analysis Template

SWOT analysis  
Name

Date  
Month / Day / Year

### PLACEHOLDERS



### STRENGTHS

Examples: brand awareness, expertise in a certain area, intellectual property, relationships with customers, unique qualities that differentiate your product

### WEAKNESSES

Examples: slim integration offerings, lack of expertise or experience in a certain area, lack of product development resources, limited product offerings, slow brand penetration

### OPPORTUNITIES

Examples: emerging needs that your product can address, expansion relationships, new marketing and promotion channels, new or underserved markets, strategic partnerships

### THREATS

Examples: increased competition, privacy and security concerns, shifting customer perspectives, small market size, uncertain economic or political environments

### ACTION PLAN

How can we use our strengths to pursue opportunities?

How can we improve our weaknesses?

How can we defend against external threats?

What should we stop doing?

