**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?