SWOT Analysis

SWOT Ref.	Situation being analyzed:	Date Raised:

This SWOT example is for a new business opportunity. SWOT can also uncover areas of the business that are holding you back or that your competitors could exploit if you don't protect yourself. Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation. Climate change considerations should be captured in this document.

Criteria Examples	Strengths	Weaknesses	Criteria Examples
1. Advantages of proposition 2. Capabilities 3. Competitive advantages 4. USP's (unique selling points) 5. Resources, Assets, People 6. Experience, knowledge, data 7. Financial reserves, likely returns 8. Marketing - reach, distribution, awareness 9. Innovative aspects 10. Knowledgeable people 11. High technology equipment 12. Strong customer focus 13. Location and geographical 14. Price, value, quality 15. Accreditations, qualifications, certifications 16. Processes, systems, IT, communications 17. Cultural, attitudinal, behavioral 18. Management cover, succession 19. Philosophy and values	**Strengths** are positive internal characteristics of our organization that allow operation more efficiently and effectively than competitors. • What do you do well? • What is your unique selling point? • What unique resources can you draw on? • What do others see as your strengths? Strengths are things your organization does exceptionally well or in a way that distinguishes you from your competitors. Think about the advantages your organization has over other organizations. These might be the motivation of your staff, access to certain materials, or a robust set of manufacturing processes.	**Weaknesses** are negative internal factors that are recognized as needing improvement. • What could you improve? • Where do you have fewer resources than others? • What are others likely to see as weaknesses? Weaknesses, like strengths, are inherent features of your organization, so focus on your people, resources, systems, and procedures. Think about what you could improve and the sorts of practices you should avoid.	1. Disadvantages of proposition 2. Gaps in capabilities 3. Lack of competitive strength 4. Reputation, presence, and reach 5. Financials 6. Low quality raw materials 7. Poor management 8. Low quality products 9. poor competence 10. Own known vulnerabilities 11. Timescales, deadlines, and pressures 12. Cashflow, start-up cash-drain 13. Continuity, supply chain robustness 14. Effects on core activities, distraction 15. Reliability of data, plan predictability 16. Morale, commitment, leadership 17. Accreditations, etc 18. Processes and systems, etc 19. Effects of climate change 20. Management cover, succession

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Criteria Examples	Opportunities	Threats	Criteria Examples
1. Market developments 2. Competitors' vulnerabilities 3. Industry or lifestyle trends 4. Technology development and innovation 5. Global influences 6. New markets, vertical, horizontal 7. Niche target markets 8. Geographical, export, import 9. New USP's 10. Tactics: e.g., surprise, major contracts 11. Low level of competition 12. Business and product development 13. Information and research 14. Partnerships, agencies, distribution 15. Volumes, production, economies 16. Seasonal, weather, and fashion influences	**Opportunities** are external factors such as trends, circumstances, or business opportunities that may be taken advantage of and maximized. What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities? • What are the changes in technology or markets? • What local and global events may be helpful? • What are the changes in customer/societal values? Opportunities are openings or chances that arise from situations outside your organization, requiring an eye on what might happen in the future. They might arise as developments in the market you serve or the technology you use.	**Threats** can be external or internal that can adversely affect business or operations that must be minimized. External threats could be economic, new legislation, or even a new competitor in the market. Internal threats could be a skill or staff shortage within our organization. What threats could harm you? • What obstacles are there for ongoing operation? • Are there any potential competitors to the business? • Who might be the new competition? • Are there any potential changes to staffing, products, services, or technology that could threaten operation or business? What is your competition doing? What threats do your weaknesses expose to you? Threats include anything that can negatively affect your business from the outside, such as supply-chain problems, shifts in market requirements, or a shortage of recruits. It is vital to anticipate threats and to take action against them before you become a victim of them and your growth stalls.	1. Political effects 2. Legislative effects 3. Environmental effects 4. Relevance of climate change 5. IT developments 6. Competitor intentions - various 7. Market demand 8. New technologies, services, ideas 9. Vital contracts and partners 10. Sustaining internal capabilities 11. Obstacles faced 12. Insurmountable weaknesses 13. Loss of key staff 14. High technology demand 15. Sustainable financial backing 16. Economy - home, abroad 17. Seasonality, weather effects

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