***SWOT Analysis Template***

**Strengths**

**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

**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

**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,

**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.)*

**Threats**

**Opportunities**

**Criteria examples**

Disadvantages of proposition

Gaps in capabilities

Lack of competitive strength

Reputation, presence and reach

Financials

Own known vulnerabilities

Timescales, deadlines and pressures

Cash flow, start-up cash-drain

Continuity, supply chain robustness

Effects on core activities, distraction

Reliability of data, plan predictability

Morale, commitment, leadership

Accreditations etc

**Weaknesses**