

SWOT Analysis

(Strengths, Weaknesses, Opportunities and Threats)

Questionnaire

STRENGTHS	MY COMPANY	COMPETITOR(S)
What are your business or selling advantages?		
What do you do better than anyone else?		
Where are you making the most money?		
What do others see as your strengths?		
What unique or low cost resources can you draw upon?		
Other Strengths		
WEAKNESSES		
What areas are you avoiding?		
Where do you lack resources?		
Where are you losing money?		
What needs improvement?		
What do customers or employees complain about?		
Other Weaknesses		
OPPORTUNITIES		
What opportunities are available to you?		

What new trends or emerging markets have possibilities?		
What product or service niches are competitors missing?		
What strengths could you turn into opportunities?		
What are some new needs or desires of customers?		
How could you take advantage of new technologies?		
Other Opportunities		
THREATS		
What obstacles do you face?		
What internally or externally could harm you?		
Are competitors getting stronger or more aggressive?		
Are any of your weaknesses making you vulnerable?		
Do you have serious debt or cash flow problems?		
Do you have weak business systems or processes?		
Are economic conditions or business climate worsening?		
Could changing technologies or government regulation threaten?		
Other Threats		

SWOT Analysis

(What are your strengths, weaknesses, opportunities and threats?)

Company Name: _____ Date: _____

STRENGTHS
1. 2. 3. 4. 5.
WEAKNESSES
1. 2. 3. 4. 5.
OPPORTUNITIES
1. 2. 3. 4. 5.
THREATS
1. 2. 3. 4. 5.

Strategy Conclusions:
