**SWOT Analysis**

**Actual &**

**Potential**

**Strength**

**And**

**Weakness**

**Direct &**

**Indirect**

**Positioning**

**& Market**

**Share**

* **Market expansion**
* **Product expansion**
* **Backward integration**
* **Export of competencies**
* **Customer motivations**
* **Drives of Business**
* **Industry mobility & barriers**
* **Critical value add components**
* **Actual Competitors**
* **Substitute product**

**And/or services**

* **Sentiment analysis**
* **Share of voice**
* **Perception positioning**