**SWOT Analysis Template**

Situation being analysed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **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? |
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| 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? |