# SWOT Analysis

#### [Complete this SWOT analysis by listing the strengths, weaknesses, opportunities and threats for your business.]

**Strengths** – positive factors within your control. *For example,* *what do we do well?*

**Weaknesses –** negative factors within your control. *For example, what do we not do well?*

**Opportunities –** positive factors out of your control. *For example, what are the big possibilities for us?*

**Threats –** negative factors out of your control. *For example,* *what could potentially harm us?*

|  |  |
| --- | --- |
| **S**trengths  *[Examples: management knowledge, proprietary property, large capital.]* | **W**eaknesses  *[Examples: high debt, poor reputation, unclear value proposition]* |
|  |  |
| Opportunities  [Examples: lowered export tax, emerging need for the product, increasing market gap] | Threats  [Examples: new competitors, new government regulations, negative media coverage] |
|  |  |