# 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?*

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