

# The SWOT analysis

A SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and using primary and secondary research to identify the internal and external factors that are favourable and unfavourable to achieving that objective.

## STRENGTHS (INTERNAL)

A firm's strengths are its resources, people and capabilities that can be used as a basis for developing a competitive advantage. Examples of such strengths include:

- What you do better than anyone else in your industry
- Strong brand name
- Competitive pricing
- Good reputation among vendors
- Robust cash-flow
- Excellent customer support
- Unique resources

## WEAKNESSES (INTERNAL)

The absence of certain strengths may be viewed as a weakness. For example, any of the following may be considered weaknesses:

- Processes that need improvement
- Losing sales
- A weak brand name
- Poor customer service
- High cost structure
- Not knowledgeable enough about product/service
- Outdated website
- Unique resources

## OPPORTUNITIES (EXTERNAL)

The external environment may reveal certain new opportunities for growth and additional profit. Some examples of such opportunities:

- Arrival of new technologies
- Changes in government regulations
- Unfulfilled customer needs
- Industry trends that you can take advantage of
- A competitor moving or going out of business
- Affiliate/partnering possibilities

## THREATS (EXTERNAL)

Changes in the external environment also may present threats to the firm. Some examples of such threats include:

- Trends that could harm your company
- Shifts in customer needs or tastes away from the firm's products/services
- Competitor activity
- Emergence of substitute products
- New regulations
- Changing technologies



# SWOT analysis worksheet

**STRENGTHS:**





**WEAKNESSES:**

**OPPORTUNITIES:**

**THREATS:**



**M** 07738 122 817  
**T** 0845 519 8288  
**E** sayhello@luanwise.co.uk  
**W** www.luanwise.co.uk

 @luanwise  
 uk.linkedin.com/in/luanwise  
 www.slideshare.net/luanwise  
 http://google.com/+LuanWiseLtd