**SWOT Analysis Template (adapted from Quickmba.com)**

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| Subject of SWOT Analysis: (define the subject of the analysis here) | |
| ***STRENGTHS***  * 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, behavioral? * Management cover, succession? | ***WEAKNESSES***  * 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? |
| ***OPPORTUNITIES***  * 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 - surprise, major contracts, etc? * Business and product development? * Information and research? * Partnerships, agencies, distribution? * Volumes, production, economies? * Seasonal, weather, fashion influences? | ***THREATS***  * 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? |