**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?
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| ***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?
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