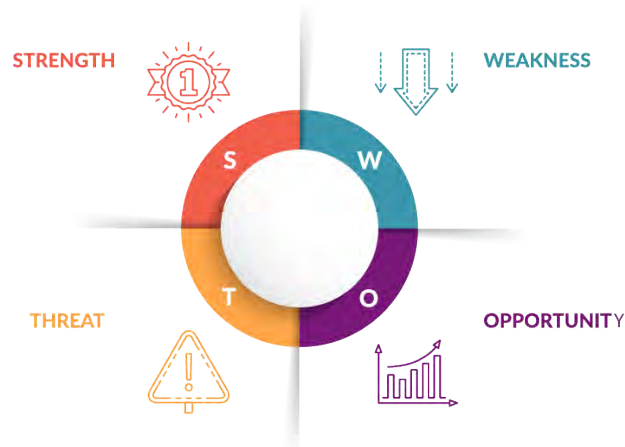


# SWOT Analysis Worksheet

Evaluate your business and set goals



Use the pages that follow in this worksheet to come up with a short list. Not every choice we have provided will work for every business so choose and adapt for your industry and niche. After you have completed the analysis for each category, return to this cover page to summarize here below.

**SWOT Summary performed on:**

Strengths:

Weaknesses:

Opportunities:

Threats:

We recommend that you perform a SWOT check-up each year because the market and your competition continually change.



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Types of strengths	Notes about your business
<p><b>product or service</b></p> <ul style="list-style-type: none"><li>• fills a gap in the market</li><li>• innovation</li><li>• proprietary</li><li>• high quality</li><li>• growth potential</li></ul>	
<p><b>team or partnership</b></p> <ul style="list-style-type: none"><li>• talent</li><li>• expertise</li><li>• experience</li><li>• exceptional customer service</li><li>• exclusive partnership</li></ul>	
<p><b>market and marketing</b></p> <ul style="list-style-type: none"><li>• niche offering</li><li>• high search engine ranking</li><li>• social media relevance</li><li>• defined brand</li></ul>	
<p><b>resources and operations</b></p> <ul style="list-style-type: none"><li>• fresh website</li><li>• consistent email marketing</li><li>• quality equipment and technology</li><li>• long lease or own place of business</li></ul>	
<p><b>financial</b></p> <ul style="list-style-type: none"><li>• competitive price</li><li>• high demand</li><li>• credit rating</li><li>• cash reserve</li><li>• good profit margins</li></ul>	



## SWOT Analysis Worksheet

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Types of weaknesses	Notes about your business
<b>product or service</b>	
<ul style="list-style-type: none"><li>• not meeting customer needs</li><li>• out-of-date</li></ul>	
<b>team or partnership</b>	
<ul style="list-style-type: none"><li>• poorly skilled staff</li><li>• poorly trained staff</li><li>• over-extended staff</li><li>• over dependence on one client</li></ul>	
<b>market and marketing</b>	
<ul style="list-style-type: none"><li>• unknown in the marketplace</li><li>• reliance on one client</li><li>• website not useable on mobile</li><li>• not differentiating from competition</li><li>• weak branding</li><li>• no consistent client communications</li></ul>	
<b>resources and operations</b>	
<ul style="list-style-type: none"><li>• fulfillment problems</li><li>• limited distribution</li><li>• lack of control</li><li>• low quality</li></ul>	
<b>financial</b>	
<ul style="list-style-type: none"><li>• large debt</li><li>• difficulty accessing capital</li><li>• small margins</li><li>• cash flow not increasing</li></ul>	



## SWOT Analysis Worksheet

Evaluate your business and set goals

Types of opportunities	Notes about your business
<p><b>product or service</b></p> <ul style="list-style-type: none"> <li>• adapt to trend</li> <li>• outstanding service</li> <li>• another product or service you can provide</li> </ul>	
<p><b>team or partnership</b></p> <ul style="list-style-type: none"> <li>• training program</li> <li>• internship program</li> <li>• network to find advantageous partnerships</li> </ul>	
<p><b>market and marketing</b></p> <ul style="list-style-type: none"> <li>• competitor has a weakness</li> <li>• command of niche market</li> <li>• events you can capitalize on</li> <li>• growth potential in your sector</li> <li>• refresh branding</li> </ul>	
<p><b>resources and operations</b></p> <ul style="list-style-type: none"> <li>• stock up when resources cheap</li> <li>• build infrastructure</li> <li>• outsource personnel</li> <li>• technological advancements</li> </ul>	
<p><b>financial</b></p> <ul style="list-style-type: none"> <li>• negotiate for less expensive supplies</li> <li>• negotiate for cheaper office space or storage</li> <li>• favorable change in interest rates</li> </ul>	



## SWOT Analysis Worksheet

Evaluate your business and set goals

Types of threats	Notes about your business
<p><b>product or service</b></p> <ul style="list-style-type: none"> <li>• competition cheaper</li> <li>• competition meeting market needs</li> </ul>	
<p><b>team or partnership</b></p> <ul style="list-style-type: none"> <li>• not providing opportunities to grow</li> <li>• no wage increase for workers</li> </ul>	
<p><b>market and marketing</b></p> <ul style="list-style-type: none"> <li>• customer base shrinking</li> <li>• not online</li> <li>• no email marketing</li> <li>• competition has slicker marketing</li> </ul>	
<p><b>resources and operations</b></p> <ul style="list-style-type: none"> <li>• competitor has cost-efficient operations</li> <li>• new regulations</li> <li>• technical advances making services redundant</li> </ul>	
<p><b>financial</b></p> <ul style="list-style-type: none"> <li>• rent increase</li> <li>• competitor with deep pockets</li> <li>• rising fuel, water or supply costs</li> </ul>	