

SWOT ANALYSIS

(Strengths, Weaknesses, Opportunities, and Threats Analysis)

Strengths	My Organization	Competitor 1	Competitor 2	Competitor 3
What are your business advantages?				
What are your core competencies?				
Where are you making the most money?				
What are you doing well?				
Weaknesses				
What areas are you avoiding?				
Where do you lack resources?				
What are you doing poorly?				
Where are you losing money?				
What needs improvement?				
Opportunities				
Any beneficial trends?				
Niches that competitors are missing?				
New technologies?				
New needs of customers?				
Threats				
Obstacles to overcome?				
Aggressive competitors?				
Successful competitors?				
Negative economic conditions?				
Government regulation?				
Changing business climate?				
Vulnerabilities?				