

SWOT ANALYSIS



SWOT stands for "Strength, Weakness, Opportunity, Threat." This form includes a quadrant for each.

SWOT Location

Unit: _____

Area: _____

STRENGTHS:

A resource or capacity of the area that can be used effectively to achieve objectives now or in the future.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

WEAKNESSES:

A limitation, fault or defect of the location that likely will hinder achievement of objectives now or in the future.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

OPPORTUNITIES:

Any favorable situation present now or in the future in that particular area.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

THREATS:

Any unfavorable situation that is damaging now or could prove damaging in the future.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____