

## Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

### DOCUMENT INSTRUCTIONS

- **DON'T FORGET TO DISCARD THE GUIDANCE IN RED**
- *This SWOT Template will take you through everything you need to discover your business capabilities with clear guidance on what to include in each section*

Use the SWOT to analyse the businesses current and future strategic position

- Draw out business strengths that can be exploited to achieve better revenues and profits
- Identify key internal business weaknesses that may lead to failure
- Find key external issues that could negatively impact the business
- Spot opportunities that the business can exploit to become even more successful

	Strengths	Weaknesses
Internal Factors	<ul style="list-style-type: none"> <li>• <i>What does the business do well?</i></li> <li>• <i>What resources does the business have?</i></li> <li>• <i>What do your competitors see as your strengths?</i></li> <li>• <i>This could be anything from products, processes, suppliers, unique selling points, systems, employees etc.</i></li> </ul> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• Product is made of better quality materials than other competitors</li> <li>• Product has a wider range of features than competitors</li> <li>• IT systems can load the homepage of the website in under 2 seconds</li> </ul>	<ul style="list-style-type: none"> <li>• <i>What could the business improve?</i></li> <li>• <i>Where do you have fewer resources?</i></li> <li>• <i>What areas do your competitors beat you on?</i></li> <li>• <i>What do your competitors see as your weaknesses?</i></li> <li>• <i>This could be anything from products, processes, suppliers, unique selling points, systems, gaps in employee skills, legal requirements etc.</i></li> </ul> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• Financial budget is constrained as the business requires an additional £10,000 to buy machinery</li> <li>• 3 direct competitors products are cheaper</li> </ul>
External Factors	Opportunities	Threats
	<ul style="list-style-type: none"> <li>• <i>What trends could the business take advantage of?</i></li> <li>• <i>What changes in the market or industry can the business exploit?</i></li> <li>• <i>What strengths or weaknesses can the business turn into opportunities?</i></li> <li>• <i>This could be anything from trends, seasons, weather, competitor's weaknesses, gaps in the industry to serve new or different customers etc.</i></li> </ul> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• There is a larger market of customers in the bordering company</li> <li>• Products in the market are low-end as they are made from cheaper materials and have less features</li> </ul>	<ul style="list-style-type: none"> <li>• <i>What changes in the market or trends could hurt or damage the business, its finances, staff, or operations?</i></li> <li>• <i>Do weaknesses create any threats?</i></li> <li>• <i>What threats could harm the business?</i></li> <li>• <i>This could be anything from industry changes or developments, political or regulation changes, technological changes, war etc.</i></li> </ul> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• The new government regulation will put restrictions on how the business captures and stores data</li> <li>• Coronavirus has led to a recession and increased interest rates</li> </ul>