

# SWOT Analysis

A strategic competitive evaluation of market position

**BUSINESS/TOPIC:**



## STRENGTHS

(INTERNAL) - CORE COMPETENCIES OF YOUR ORGANIZATIONAL STRUCTURE.

- \*WHAT DRIVES REVENUE/PROFIT?
- \*WHAT DO YOU DO WELL? WHY DO PEOPLE CHOOSE YOU?
- \*HOW ARE YOU UNIQUELY POSITIONED IN MARKET?

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## WEAKNESSES

(INTERNAL) - ORGANIZATIONAL STRUCTURE OR PROCESSES THAT MAY DIMINISH THE BRAND.

- \*HOW MIGHT THE COST OUTWEIGH THE BENEFIT?
- \*WHERE ARE THE CHALLENGES IN DELIVERING YOUR PRODUCT/SERVICE?

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## OPPORTUNITIES

(EXTERNAL) - SOCIAL, TECHNOLOGICAL, GOVERNMENTAL OR OTHER EVENTS/UPDATES OUTSIDE OF THE COMPANY THAT MAY YIELD A POSITIVE OUTCOME OR OPPORTUNITY.

- \*HOW CAN YOU TAKE ADVANTAGE OF FUTURE PREDICTIONS FOR YOUR INDUSTRY?
- \*WHAT CURRENT SOCIAL OR TECH TRENDS OPEN POSSIBILITIES FOR YOUR BRAND?

Note: This is external, meaning it is not a new campaign or internal program/process to implement.

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## THREATS

(EXTERNAL) - FACTORS THAT OCCUR OUTSIDE OF THE COMPANY THAT MAY HAVE A NEGATIVELY IMPACT.

- \*WHAT EXTERNAL INFLUENCES COULD SHIFT INTERNAL STRUCTURES?
- \*HOW MIGHT CURRENT EVENTS OR ADVANCES IN TECHNOLOGY ALTER THE WAY YOU OPERATE?

Note: This is external, meaning not within your control or purview to 'fix'

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**OPPORTUNITIES**

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