



# SWOT ANALYSIS TEMPLATE

Using SWOT to identify your Strengths, Weaknesses, Opportunities and Threats can help you to fine tune your business strategy. SWOT can help you to understand your business' advantages and disadvantages in the broader competitive landscape. Our template may help you to identify these elements for your business and think through the essentials of your strategic approach.

## SWOT EXPLAINED

- **Strengths**

What is your business good at? What does it do well? How can you protect and enhance this?

- **Weaknesses**

What could you improve in your business? What weaknesses or issues does your business have? How can you minimise them?

- **Opportunities**

What opportunities are open to your business? How can you take advantage of them?

- **Threats**

What external threats does your business face? How can you lower the risk of them occurring or avoid them?

## NEXT STEPS

- For each SWOT area, list three points that are most relevant to your business.
- You can use your listed Opportunities and Threats to fill in the Scenario Planning template and prepare strategies for probable events.
- You can use all your listed SWOT areas to identify key ideas that you want to action. Then, use the Business Action Plan template to help make a list of tangible steps to achieve each of them.

**Strengths - internal positive factors**

Example: High market share, point of difference

**Weaknesses - internal negative factors**

Example: No e-commerce platform

**Opportunities - external positive factors**

Example: Emerging market gap

**Threats - external, negative factors**

Example: New government regulations