



S.W.O.T.

INTERNAL:

These are internal factors, which in a business context may include financial resources, human resources, facilities, equipment, processes and systems. They may include elements such as business culture, certifications, reputation, and leadership. It's important to remember that what constitutes strength or weakness will depend on the objective you are assessing. An element of your business could be strength in one instance and a weakness in another context depending on how it affects your objectives. In general, you are looking for what characteristics give your business an advantage or disadvantage over others in achieving the objective.

Strength:

Weakness:

External

The external elements influencing your business may include market trends, outside funding, customer demographics, suppliers, the economic climate, political and environmental issues, and other factors. The analysis can help identify new business opportunities and areas for growth as well as issues that could hinder a project or business endeavor. External factors are typically outside of your control - even weather and seasonal changes can influence business goals. Anticipating these factors early can help your team plan ahead and stay flexible when they occur. Part of the analysis is to examine how external opportunities and threats relate to internal strengths and weaknesses in order to determine whether an objective is even attainable and create a strategy for moving forward.

Opportunity:

Threat:

SWOT Analysis Summary

Key notes: