

SWOT ANALYSIS

STRENGTHS | WEAKNESSES | OPPORTUNITIES | THREATS

SWOT analysis is a framework used to evaluate your competitive position by identifying your strengths, weaknesses, opportunities and threats. Specifically, SWOT analysis is a foundational assessment model that measures what you can and cannot do, both internally and externally, and your potential opportunities and threats.

Using environmental data to evaluate the your company, a SWOT analysis determines what assists you in accomplishing your objectives, and what obstacles you must overcome or minimize to achieve desired results: where you are today, and where you could be tomorrow.

	HELPFUL	HARMFUL
INTERNAL	STRENGTHS	WEAKNESSES
	1.	1.
	2.	2.
	3.	3.
	4.	4.
	5.	5.
	6.	6.
EXTERNAL	OPPORTUNITIES	THREATS
	1.	1.
	2.	2.
	3.	3.
	4.	4.
	5.	5.
	6.	6.