

# Strength | Weakness | Opportunity | Threat Analysis

Firm Name: \_\_\_\_\_

Email: \_\_\_\_\_

Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own S.W.O.T. situation.

## Criteria Examples

- Advantages of Proposition (Why do people buy from you?)
- Firm Capabilities
- Firm Competitive Advantages
- USP's (Unique Selling Points)
- Resources, Assets, People
- Team Experience and Knowledge
- Financial Reserves
- Marketing - Reach, Distribution, Awareness
- Innovative Aspects
- Location and Geographical
- Price, Value, Quality
- Accreditations, Qualifications, Certifications
- Processes, Systems, IT, Communications
- Key Staff
- Leadership

## Strengths

## Weaknesses

## Criteria Examples

- Disadvantages of Proposition
- Gaps in Capabilities
- Lack of Competitive Strength
- Reputation, Presence and Reach
- Financial Stability
- Firm Vulnerabilities
- Team Experience and Knowledge
- Cash Flow e.g. Low, Adequate
- Continuity e.g. Succession Plan
- Supply Chain Robustness
- Team Morale
- Leadership Vision
- Leadership
- Lack of Accreditations
- Team Experience and Knowledge
- Financial Reserves

## Criteria Examples

- Market Developments
- Competitors' Vulnerabilities
- Industry or Regulatory Trends
- Technology Development and Innovation
- Global/International Influences
- New Markets, Vertical, Horizontal
- Niche Market
- Target Markets
- Geographical, Export, Import
- Vital Existing Contracts
- Product Development
- Information and Research
- Partnerships, Marketing Strategy
- Corporate Partnerships e.g. Ikea
- Public Partnerships e.g. PennDOT
- Team Experience and Knowledge

## Opportunities

## Threats

## Criteria Examples

- Political/Legislative Effects
- Macroeconomic Effects
- IT Developments
- Competitor Intentions
- Market Demand (Product Pushed or Product Pulled)
- New Technologies, Services, Ideas
- Vital Contracts and Partners
- Sustaining Internal Capabilities
- Regulatory Obstacles
- Loss of Key Staff
- Cash Flow e.g. Low, Adequate
- Economy: Local, National and Abroad
- Seasonality, Weather Effects
- Societal Shifts e.g. Workforce
- Team Experience and Knowledge