

SWOT

STRENGTHS

List your:

- + Advantages
- + Unique and low-cost resources
- + Factors that “get the sale”

WEAKNESS

List your:

- + Disadvantages, limitations
- + What could you improve
- + Factors that lose you sales

OPPORTUNITIES

List your:

- + Chances to improve performance
- + Good opportunities you can spot

THREATS

List your:

- + External trouble for the business
- + Obstacles you face
- + What your competitors doing

