

Your SWOT

A SWOT analysis (alternatively SWOT matrix) is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats involved in a business venture.

Strengths

Characteristics of the business that give it an advantage over others.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Weaknesses

Characteristics that place your business at a disadvantage relative to others

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Mitigate Weaknesses

In the same list sequence as the previous question – how will you mitigate each weakness listed?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Opportunities

Elements that your business could exploit to its advantage

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Threats

Elements in the environment or market-place that could cause trouble for your business.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Mitigate Threats

In the same list sequence as the previous question – how will you mitigate each Threat listed?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____