

## Business SWOT Analysis Template

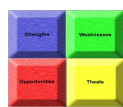
Name of project \_\_\_\_\_

**Strengths** - The attributes of the person or company that are helpful to achieving the objectives of the venture.



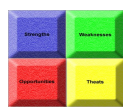
**List the advantages of the proposition** – What are the competitive advantages and your Unique Selling Proposition (USP). List your resources including your assets, systems, software, IT, communications, Assets and the people (Both management and non-management) including their capabilities, knowledge, skills, qualifications and experience. What are your financial resources available for the project and calculate the likely returns. What are the advantages of your location in terms or local and geographically.

**Weaknesses** - The attributes of the person or company that are potentially harmful to achieving your objectives



**List the disadvantages of the proposition** – Review whether you lack in competitive strength and whether your USP is weak as it stands. Do you have any gaps in your resources both physical and non-physical, for example are any of your assets old and out of date so will need replacing. Do any of your staff lack the necessary skills, knowledge or qualifications. Is your IT and software out of date? Are there any gaps in your finances that might need to be bridged using a cash injection? Are there any time constraints or pressures in terms of deadlines. Will there be any effect on other core activities of the business? Other factors are business reputation, location, staff morale.

**Opportunities** - Any external conditions that would be helpful to achieve the objectives of the venture



**List external opportunities** – Look at the financial and business development opportunities for the business. Know your competitors' and review their vulnerabilities and where you might be able to capitalise. Look at timings and how the seasons could affect your project and how the weather could make a difference. Review your USP and all possible external influences. What are the software, IT and technology opportunities available to you. What are the financial and cash flow opportunities. Also, take time to review joint venture, partnerships and other types of possible link-ups. Review new markets and economies together with exporting to other geographical areas. Are there any niche markets to capitalise upon?

**Threats** - All the identified external conditions which could be damaging to the objectives of the project



**List the threats facing your project** – Are there any insurmountable weaknesses that would threaten the whole project? Are there any legislative or environmental effects to consider? Are there any economic threats both at home and abroad, what would the effects of changes in taxes or interest rates. What about competitive threats? What about staffing and the effect of losing staff or management. IT and software developments need to be considered including new technologies. What about the market and the sustainability of the market and the demand. Think about any other external threats that are outside of your control.