

# SWOT Analysis Template

Date: \_\_\_\_\_

## Strengths – examples

*What do you do well?*

*What unique resources can you draw on?*

*What do others see as your strengths?*

## Strengths

## Weaknesses

## Weaknesses – examples

*What could you improve?*

*Where do you have fewer resources than others?*

*What are others likely to see as weaknesses?*

## Opportunities – examples

*What good opportunities are open to you?*

*What trends could you take advantage of?*

*How can you turn your strengths into opportunities?*

## Opportunities

## Threats

## Threats – examples

*What trends could harm you?*

*What is your competition doing?*

*What threats do your weaknesses expose you to?*