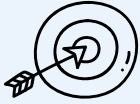


# SWOT Analysis



A SWOT analysis identifies your strengths, weaknesses, opportunities and threats.

Your strengths and weaknesses are your internal factors. Take note of what you are good at and think about how you can maintain those strengths and build leverage. Think about any weaknesses that you want to remedy or exit.

Your opportunities and threats are external factors. Prioritise turning your strengths into opportunities, take advantage of trends and minimise any threats.

## Strengths

What do you do well? What unique resources can you draw on?  
What do others see as your strengths?

## Weaknesses

What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?

## Opportunities

What opportunities are open to you? What trends could you take advantage of? Can you turn a strength into an opportunity?

## Threats

What threats should you watch out for? What are your peers doing? What threats do your weaknesses expose you to?

Notes