



SWOT Analysis Template

S	W	O	T
Strengths	Weaknesses	Opportunities	Threats
1. What is our strongest asset?	1. What areas do we need to improve?	1. What trends might positively affect our industry?	1. Is there anyone who's not currently a direct competitor, but could become one soon?
2. How is my business different from competitors?	2. What expertise do I lack?	2. Is there talent available that we could hire?	2. Are my employees happy and supported, or could they easily be poached?
3. What unique resources do we have access to?	3. What areas are our competitors better than we are?	3. Is there a need in the industry that we're not meeting, but could?	3. What happens if a manufacturer or supplier runs out of materials we need?
4. Do we have a sustainable competitive advantage?	4. Is there one customer carrying our entire company?	4. Can we package our products/services differently and set a higher price?	4. What if a natural disaster strikes?

5. What is our unique selling proposition?	5. How much debt does my company have?	5. Do our competitors have any weaknesses that we could take advantage of?	5. Is our website secure, or do we run the risk of being hacked?
6. Does my business have any exclusive relationships with suppliers or distributors?	6. What complaints do we regularly get from customers?	6. Is our target market changing in a way that could help us?	6. Are our competitors planning on expanding or offering new products soon?
7. Where do our sales and marketing teams excel?	7. What objections do we most often hear from potential customers?	7. Is there a niche market that we're not currently targeting?	7. Is our target marketing shrinking?
8. What skills do our employees have that our competitors' employees don't have?	8. Do we have any technology or equipment that needs to be updated?	8. Do our customers ever ask for something that we don't offer, but could offer?	8. Are your staff members satisfied with their wages and other benefits?
9. Can we easily get additional capital if we need it?	9. Are we understaffed and in what functions?	9. Could we steal our competitors' customers by offering something they don't?	9. Do you see your staff members being poached by your rivals?

10. Do we have a strong customer base?	10. Are our profit margins lower than our competitors?	10. Are there resources such as high quality suppliers / goods that your competitors use but you don't?	10. Will political instability hurt you?

- The free SWOT Analysis template provided by STRATEGYJOURNEY.COM is meant for you to use and also add questions. You can refer back to our blog on [SWOT Analysis](#) on how to use the SWOT analysis for your business.