



Marketing Analysis and Market Planning

Handout 2

Example of SWOT Form

Example of SWOT Form to Use for Resource Analysis

RESOURCE	High	Medium	Low	Neutral	Low	Medium	High
PEOPLE							
Adequate							
Skilled							
Loyal							
Service-minded							
MONEY							
Adequate							
Flexible							
FACILITIES							
Adequate							
Flexible							
Location							
SYSTEMS							
Information							
Planning							
Control							
MARKET ASSETS							
Client base							
General reputation							