



Lead Teams

Handout 14

SWOT Analysis Template

SWOT Analysis Template

State what you are assessing here

(This particular example is for a new business opportunity. Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation.)

criteria examples

Advantages of proposition?
 Capabilities?
 Competitive advantages?
 USP's (unique selling points)?
 Resources, Assets, People?
 Experience, knowledge, data?
 Financial reserves, likely returns?
 Marketing - reach, distribution, awareness?
 Innovative aspects?
 Location and geographical?
 Price, value, quality?
 Accreditations, qualifications, certifications?
 Processes, systems, IT, communications?
 Cultural, attitudinal, behavioural?
 Management cover, succession?

strengths

weaknesses

criteria examples

Disadvantages of proposition?
 Gaps in capabilities?
 Lack of competitive strength?
 Reputation, presence and reach?
 Financials?
 Own known vulnerabilities?
 Timescales, deadlines and pressures?
 Cashflow, start-up cash-drain?
 Continuity, supply chain robustness?
 Effects on core activities, distraction?
 Reliability of data, plan predictability?
 Morale, commitment, leadership?
 Accreditations, etc?
 Processes and systems, etc?
 Management cover, succession?

criteria examples

Market developments?
 Competitors' vulnerabilities?
 Industry or lifestyle trends?
 Technology development and innovation?
 Global influences?
 New markets, vertical, horizontal?
 Niche target markets?
 Geographical, export, import?
 New USP's?
 Tactics: eg, surprise, major contracts?
 Business and product development?
 Information and research?
 Partnerships, agencies, distribution?
 Volumes, production, economies?
 Seasonal, weather, fashion influences?

opportunities

threats

criteria examples

Political effects?
 Legislative effects?
 Environmental effects?
 IT developments?
 Competitor intentions - various?
 Market demand?
 New technologies, services, ideas?
 Vital contracts and partners?
 Sustaining internal capabilities?
 Obstacles faced?
 Insurmountable weaknesses?
 Loss of key staff?
 Sustainable financial backing?
 Economy - home, abroad?
 Seasonality, weather effects?

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