

Internal	<p>Strengths</p> <p>Examples of strengths might include (replace these with yours):</p> <ul style="list-style-type: none"> • The advantages of your product or service • Your unique selling points (USP) • The resources available to you - including equipment, people and finances • Your market reach and market share • The number and variety of sales channels you have • Your brand strength • Qualifications, accreditation, certification • Your location • Your networks - including trade bodies you are a member of • Anything innovative about your product, service or operation 	<p>Weaknesses</p> <p>Examples of weaknesses might include (replace these with yours):</p> <ul style="list-style-type: none"> • The disadvantages of your product or service • A lack of resources - equipment, people, finances • Cashflow difficulties • Poor reputation or brand identity • Lack of differentiation from competitors • Poor management structures • Low morale • An under-developed business plan with no clear goals or objectives • Your location <ul style="list-style-type: none"> • Over-reliance on a single customer 	Internal
External	<p>Opportunities</p> <p>Examples of opportunities might include (replace these with yours):</p> <ul style="list-style-type: none"> • Technological developments • New markets opening up • Favourable trends in your market • Product or business development • Competitors are looking vulnerable • Social/political developments offer marketing opportunities • New funding available • Partnerships/joint ventures • Staff training and development 	<p>Threats</p> <p>Examples of threats might include (replace these with yours):</p> <ul style="list-style-type: none"> • A fall in demand • The economy - eg, interest rate changes • Political changes • New legislation • Loss of contracts or partners • Loss of important staff • Financial backer withdraws • Competitors selling new/innovative products or services • Developments in IT/technology leaves your equipment looking old-fashioned • Your premises are deteriorating/equipment coming to the end of its life 	External

SWOT analysis template

Describe what you are assessing here: