

Free Template

# SWOT Planner

Track strengths, weaknesses,  
opportunities and threats





Click here to watch the instructional video for this template

4

NOTE: the first 10 "Y" entries for each SWOT cate

1

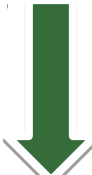
Type in the text value.

2

Optional: Type in comments

3

Select "Y" or "N"



**Strengths**

Sales staff  
Good balance sheet  
stable ownership



**Comments**

low debt  
don't include this



Y or N

**Weaknesses**

Y Machinery is old  
Y Mechanic resigned  
Y cash flow

**Comments**

4 items need replacing soon  
only 2 senior mechanic left  
business is seasonal

Y or N

**Opportunities**

Y limited competition  
N expansion to Texas  
Y local expansion

gory are displayed in sheet "3 Output"

Comments	Y or N	Threats	Comments	Y or N
competitor went bankrupt	Y	expansion = \$\$	is it worth it?	Y
not current opportunity	Y	recession	economy is struggling	Y
yes, this is possible	Y			

## Strengths

Sales staff  
Good balance sheet  
stable ownership

## Weaknesses

Machinery is old  
cash flow

## Opportunities

limited competition  
expansion to Texas  
local expansion

## Threats

expansion = \$\$  
recession



