

SWOT Analysis

Project: [Project Name]

SWOT Analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

A SWOT analysis must first start with defining a desired end state or objective. A SWOT analysis may be incorporated into the strategic planning model. Strategic Planning, including SWOT and SCAN analysis, has been the subject of much research.

- **Strengths:** attributes of the person or company that are helpful to achieving the objective
- **Weaknesses:** attributes of the person or company that are harmful to achieving the objective
- **Opportunities:** external conditions that are helpful to achieving the objective
- **Threats:** external conditions which could do damage to the objective

Desired State (Describe the idea, project, initiative, offering, or other concept to be analyzed)

	Helpful	Harmful
Internal Origin	<p><u>Strengths</u></p> <ul style="list-style-type: none"> • 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> •
External Origin	<p><u>Opportunities</u></p> <ul style="list-style-type: none"> • 	<p><u>Threats</u></p> <ul style="list-style-type: none"> •

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