

SWOT ANALYSIS WORKSHEET



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| <p>EXAMPLES</p> <p>Capabilities Competitive advantages Unique selling points/value propositions People, resources, assets 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 Philosophy and values</p> | <p>STRENGTHS</p> <p><i>Leader</i> <i>Team</i> <i>Organization</i></p> | <p>WEAKNESSES</p> <p><i>Leader</i> <i>Team</i> <i>Organization</i></p> | <p>EXAMPLES</p> <p>Disadvantages of proposition Gaps in capabilities Lack of competitive strength Reputation, presence and reach Financials, cashflow Known vulnerabilities Timelines, deadlines and pressures Continuity, resilience of supply chain Effects on core activities, distraction Reliability of data, plan predictability Morale, commitment, leadership Accreditations Processes and systems Management/key employee cover, succession</p> |
| <p>EXAMPLES</p> <p>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 unique value propositions Tactics: eg, surprise, major contracts Business and product development Information and research Partnerships, agencies, distribution Volumes, production, economies Seasonal, weather, fashion influences</p> | <p>OPPORTUNITIES</p> <p><i>Leader</i> <i>Team</i> <i>Organization</i></p> | <p>THREATS</p> <p><i>Leader</i> <i>Team</i> <i>Organization</i></p> | <p>EXAMPLES</p> <p>Loss of key staff Sustainable financial backing Economy - home, abroad 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 Seasonality, weather effects</p> |