**SWOT ANALYSIS TEMPLATE**

A SWOT analysis is a strategic planning tool that helps organizations identify their Strengths, Weaknesses, Opportunities, and Threats related to business competition or project planning.

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| StrengthsLook at your resources, capabilities, and things you do well. Consider your competitive advantages and how you add value.* What does your company do well?
* What unique resources can you draw on?
* What do others see as your strengths?
 | WeaknessesConsider areas where you could improve, where you lack resources, or where others have an advantage over you.* What could your company improve?
* Where do you have fewer resources than others?
* What are others likely to see as weaknesses?
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| OpportunitiesLook at the market and consider trends, shifts, and changes that could serve as opportunities.* What opportunities are open to you?
* What trends could you take advantage of?
* How can you turn your strengths into opportunities?
 | ThreatsConsider the challenges you face, including competitors, changes in market conditions, or any other potential roadblocks.* What threats could harm you?
* What is your competition doing?
* What threats do your weaknesses expose you to?
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