**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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| Strengths Look 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? | Weaknesses Consider 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? |
| Opportunities Look 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? | Threats Consider 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? |