# SWOT Analysis Worksheet

## Strengths (Internal)
- Are there any elements of your business that make you especially valuable to customers?
- Do you have special skills within your business?
- What can you do better than your competitors?
- Are there features of your business that give you a unique advantage?

## Weaknesses (Internal)
- Do you lack certain skills within your business that competitors have?
- Are customers asking you for something you cannot provide?
- What prevents you from getting that order?
- Where are your competitors better than you?

## Opportunities (External)
- Are you able to do something your competitors can’t?
- Are there new trends that you are in a position to jump on?
- Do your strengths offer you the option of doing something else?
- What features of your business have you not shared with your customers?

## Threats (External)
- Is the industry changing to make your skills obsolete?
- Are your competitors doing something you’re not?
- Is your technology still relevant?
- Are your weaknesses life-threatening to your business?
Why Conduct a SWOT Analysis?

• Though there are a number of ways to examine your business, a SWOT analysis is a common evaluation technique that helps you assess the Strengths, Weaknesses, Opportunities and Threats (SWOT) of your organization.

• A SWOT analysis is that it allows you to easily organize characteristics of your business in such a way that you can identify trends, both internal and external.

• Conducting a SWOT evaluation is simple, effective, and helps you gain sound insight into your organization.

• This ARTICLE can help walk you through the process in more detail
The Manager's Resource Handbook is an online source of tools, templates and articles for managers and leaders in today’s business environment. Our mission is the help managers and businesses succeed through the benefit of our experience.

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