

# SWOT ANALYSIS

SWOT is an acronym for **S**trengths, **W**eaknesses, **O**pportunities, **T**hreats.

**STRENGTHS:** Internally controlled features and consumer benefits.

**WEAKNESSES:** Internally controlled shortcomings and deficiencies.

**OPPORTUNITIES:** Externally controlled situations that are favourable to your business/organization.

**THREATS:** Externally controlled situations that could have negative implications for your business/organization.

A SWOT ANALYSIS is a planning tool used to identify the Strengths, Weaknesses, Opportunities, and Threats which apply to a business or a project. It sometimes involves specifying the objective of the business/project prior to identifying the internal and external factors that are either supportive or unfavourable to achieving that objective.

Before you begin working on your SWOT Analysis, please identify your:

BUSINESS OBJECTIVE(s): .....

**STRENGTHS**

▶ .....  
▶ .....  
▶ .....  
▶ .....

**WEAKNESSES**

▶ .....  
▶ .....  
▶ .....  
▶ .....

**OPPORTUNITIES**

▶ .....  
▶ .....  
▶ .....  
▶ .....

**THREATS**

▶ .....  
▶ .....  
▶ .....  
▶ .....

Interested in discussing any of the above? Feel free to contact us at 604.608.0880 or [helpinghand@brandspank.net](mailto:helpinghand@brandspank.net)