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S W O T A N A L Y S I S

strategic framework

STRENGTHS (internal, positive)

What do we do well?
What unique resources do we have?
What do others see as our strengths?

OPPORTUNITIES (external, positive)

What trends could we exploit?
What gaps exist in the market?
What partnerships are possible?

WEAKNESSES (internal, negative)

What could we improve?
Where do we lack resources?
What do others see as weaknesses?

THREATS (external, negative)

What are competitors doing?
What market changes threaten us?
What obstacles do we face?
