**SWOT ANALYSIS**

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| **criteria examples**  Advantages of proposition? Capabilities?  Competitive advantages? USP's (unique selling points)? Resources, Assets, People? Experience, knowledge, data?  Financial reserves, likely returns? Marketing - reach, distribution, awareness?  Innovative aspects?  Location and geographical? Price, value, quality?  Accreditations, qualifications, certifications?  Processes, systems, IT, communications?  Cultural, attitudinal, behavioural? | | **Strengths** |  | **Weaknesses** | **criteria examples**  Disadvantages of proposition?  Gaps in capabilities?  Lack of competitive strength? Reputation, presence and reach? Financials?  Own known vulnerabilities? Timescales, deadlines and pressures?  Cashflow, start-up cash-drain? Continuity, supply chain robustness?  Effects on core activities, distraction?  Reliability of data, plan predictability?  Morale, commitment, leadership? Accreditations, etc? |
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| **criteria examples**  Market developments? Competitors' vulnerabilities? Industry or lifestyle trends? Technology development and innovation?  Global influences?  New markets, vertical, horizontal?  Niche target markets?  Geographical, export, import? New USP's?  Tactics: eg, surprise, major contracts?  Business and product development?  Information and research?  Partnerships, agencies, distribution?  Volumes, production, economies? | | **Opportunities** |  | **Threats** | **criteria examples**  Political effects?  Legislative effects? Environmental effects? IT developments?  Competitor intentions - various?  Market demand?  New technologies, services, ideas? Vital contracts and partners?  Sustaining internal capabilities?  Obstacles faced?  Insurmountable weaknesses?  Loss of key staff?  Sustainable financial backing?  Economy - home, abroad? |