**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? |