

# BREAKING DOWN THE SWOT ANALYSIS

## S

STRENGTHS  
(INTERNAL)

Things your company  
does well

Qualities that  
separate you from  
your competitors

Internal resources  
such as skilled,  
knowledgeable staff

Tangible assets such  
as intellectual  
property, capital,  
proprietary  
technologies, etc.

### EXAMPLES:

Strong leadership

Skilled employees

Unique product line

## W

WEAKNESSES  
(INTERNAL)

Things your company  
lacks

Things your  
competitors do better  
than you

Resource limitations  
(time, money, staff,  
money, etc.)

Unclear unique  
selling proposition

### EXAMPLES:

Lack of finances

Lack of skilled  
workers

## O

OPPORTUNITIES  
(EXTERNAL)

Underserved markets  
for specific products

Few competitors in  
your area

Emerging need for  
your products or  
services

Press/media  
coverage of your  
company

### EXAMPLES:

Consumer interest in  
product

Location of physical  
store

## T

THREATS  
(EXTERNAL)

Emerging  
competitors

Changing regulatory  
environment

Negative press/  
media coverage

Changing customer  
attitudes toward your  
company

### EXAMPLES:

Rising cost of  
product components

Increased  
competition in  
geographical area

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