

SWOT Analysis

About

SWOT is a commonly known yet versatile tool that can be used to analyse a company, team, individual, marketing campaign, product, service and more.

Strengths or weaknesses may include:

- Resources
- Structure and systems
- People
- Culture
- Management and leadership
- Branding and marketing
- Quality

Opportunities or threats may include:

- Social or cultural factors
- Environmental factors
- Technology
- Competition and rivals
- Politics, laws and regulation
- Economic conditions
- Fashions, fads and market trends

Each point should be justified.

Template

SWOT Analysis of

Strengths: positive factors largely internal to the organisation	Weaknesses: negative factors largely internal to the organisation
Opportunities: positive factors linked to things outside the organisation	Threats: dangers to the organisations coming from external issues