

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

QUESTIONS TO ASK DURING A SWOT ANALYSIS

Strengths (*internal, positive factors*)

Strengths describe the positive attributes, tangible and intangible, internal to your organization. **They are within your control.**

- What do you do well that can help you in this field?
- What internal resources do you have? Think about the following:
 - *Positive attributes of people*, such as knowledge, background, education, credentials, network, reputation, or skills.
 - *Tangible assets of the organisation*, such as existing customers or distribution channels or technology.
- Do you have strong research and development capabilities?
- What other positive aspects, internal to your business, add value or offer you a competitive advantage?

Weaknesses (*internal, negative factors*)

A weakness is a limitation or fault that exists within your organisation. It prevents you from achieving your purpose and goals. Examples include inefficient resources or poorly defined and executed processes.

- What areas need improvement to accomplish your objectives?
- What does your organisation lack (for example, expertise or access to skills or technology)?
- Does your organisation have limited resources?

Opportunities (*external, positive factors*)

An opportunity is any favorable situation, trend or change that can help you to convert a weakness into a strength, increase your operational strength, improve your reputation, or protect your resources.

- Is the perception of your organisation positive?
- What opportunities exist in your market or the environment that you can benefit from?
- Has there been recent market growth or have there been other changes in the market that create an opportunity?
- Is the opportunity ongoing, or is there just a window for it? In other words, how critical is your timing?

Threats (*external, negative factors*)

A threat is any unfavorable situation, trend or change that impedes your ability to meet your strategic objectives, and potentially damages or threatens your capabilities. **You have no control over these**, but you may benefit by having contingency plans to address them if they should occur.

- What factors beyond your control could place your organisation at risk?
- What situations might threaten your marketing efforts?

Source: <http://articles.bplans.com/how-to-perform-swot-analysis/>