



## **S.W.O.T. ANALYSIS GUIDELINE**

### **ANALYZE:**

To help you do a SWOT analysis, use these sample questions as a guideline:

### **STRENGTHS:**

Your strengths are areas in which you excel, your company's core competency and resources. Consider:

- What does your company do well?
- How strong is your company in the market?
- Does your company have a clear strategic direction?
- Does your company's culture produce a positive work environment?
- How good are your employees at what they do?
- How good are you at what you do?
- Consider what you and your employees can do versus what they will do in terms of their attributes, skills and knowledge.

### **WEAKNESSES:**

These are your liabilities or areas that cause you problems and inhibit your productivity and profitability. Consider:

- What could be improved at your company?
- What does your company do poorly?
- What should be avoided?
- Is your company unable to finance needed technology?
- Do you have poor debt or cash flow?

### **OPPORTUNITIES:**

These are areas, which if taken advantage of, would enhance your profitability and productivity. Consider:

- What favorable circumstances are you facing?
- What are the interesting trends? Is your company positioned to take on those trends?
- Is your company entering new markets?
- Is your company advanced in technology?
- What skills or abilities do you have that can improve your marketing success?

### **THREATS:**

These are areas that can cause your company harm. Some areas may be outside your sphere of influence but still may concern you. Be sure to concentrate on those items you can control and impact. Consider:

- What obstacles do you face?
- What is your competition doing?
- Are the required specifications for your products or services changing?
- Is changing technology threatening your position?

- ✓ What policies are local and federal lawmakers backing? Do they affect your industry?
- ✓ What is going on in the world/marketplace around you?
- ✓ What is the economy doing, locally, regionally, nationally?

**PRIORITY SETTING:**

Rate each of the items for their level of urgency and importance. Consider:

- ✓ Is this an item which if not done threatens my very existence?
- ✓ Is this item an immediate or a long-term threat?
- ✓ Is this item within my sphere of influence?
- ✓ Is this low hanging fruit that I can harvest quickly and easily thereby getting a quick win?