

SWOT Analysis Checklist

Strengths:

- What advantages does your company have?
- What do you do better than anyone else?
- What unique or lowest-cost resources do you have access to?
- What do people in your market see as your strengths?
- What factors mean that you "get the sale"?

Weaknesses:

- What could you improve?
- What should you avoid?
- What are people in your market likely to see as weaknesses?

Opportunities:

- Where are the good opportunities facing you?
- What are the interesting trends you are aware of?

Threats:

- What obstacles do you face?
- What is your competition doing that you should be worried about?
- Are the required specifications for your job, products or services changing?
- Is changing technology threatening your position?
- Do you have bad debt or cash-flow problems?
- Could any of your weaknesses seriously threaten your business?