

SWOT Analysis

– an example and a blank template for your SWOT analysis

Strengths + Weaknesses + Opportunities + Threats

Useful to do for you as an individual

or for your team or the organisation or all 3

Company SWOT Analysis

<h3 style="font-size: 2em; margin: 0;">S</h3> <p style="font-weight: bold; margin: 0;">Strengths</p>  <ul style="list-style-type: none"> Some Day Delivery within the city Urban core has under 1 hr delivery expectancy High-quality foods 200+ Drivers Trusted and high product sales exposure 	<h3 style="font-size: 2em; margin: 0;">W</h3> <p style="font-weight: bold; margin: 0;">Weaknesses</p>  <ul style="list-style-type: none"> Costly No monthly subscription options or scaled payment arrangement Inaccessible to a larger consumer audience Poorly optimized SEO 	<h3 style="font-size: 2em; margin: 0;">O</h3> <p style="font-weight: bold; margin: 0;">Opportunities</p>  <ul style="list-style-type: none"> Optimize current mobile app for responsiveness and built-in feedback Attract a larger, wider target consumer audience SEO focus can help drive a great amount of online traffic and improve online product sales ranking / metrics 	<h3 style="font-size: 2em; margin: 0;">T</h3> <p style="font-weight: bold; margin: 0;">Threats</p>  <ul style="list-style-type: none"> Can operate at a loss to drive away competition Costly state laws to oversee grocery delivery and accountability under review/evaluation
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SWOT Analysis Template		SWOT Analysis Template	
<p><i>State what you are assessing here</i> (This particular example is for a new business opportunity. Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation.)</p>			
<p>Criteria examples</p> <ul style="list-style-type: none"> Advantages of proposition Capabilities Competitive advantages USP's (unique selling points) Resources, Assets, People Experience, knowledge, data Financial reserves, likely returns Marketing- reach, distribution, awareness Innovative aspects Location and geographical Price, value, quality Accreditations, qualifications, certifications Processes, systems, IT, communications 	<p style="color: red; font-weight: bold;">Strengths</p>	<p style="color: red; font-weight: bold;">Weaknesses</p>	<p>Criteria examples</p> <ul style="list-style-type: none"> Disadvantages of proposition Gaps in capabilities Lack of competitive strength Reputation, presence and reach Financials Own known vulnerabilities Timescales, deadlines and pressures Cash flow, start-up cash-draw Continuity, supply chain robustness Effects on core activities, distraction Reliability of data, plan predictability Morale, commitment, leadership Accreditations etc
<p>Criteria examples</p> <ul style="list-style-type: none"> Market developments Competitors' vulnerabilities Industry or lifestyle trends Technology development and innovation Global influences New markets, vertical, horizontal Niche target markets Geographical, export, import New USP's Tactics: eg, surprise, major contracts Business and product development Information and research Partnerships, agencies, 	<p style="color: red; font-weight: bold;">Opportunities</p>	<p style="color: red; font-weight: bold;">Threats</p>	<p>Criteria examples</p> <ul style="list-style-type: none"> Political effects Legislative effects Environmental effects IT developments Competitor intentions - various Market demand New technologies, services, ideas Vital contracts and partners Sustaining internal capabilities Obstacles faced Insurmountable weaknesses Loss of key staff Sustainable financial backing Economy - home, abroad Seasonality, weather effects

SWOT Analysis: Subject

	Positive	Negative
Internal	Strengths	Weaknesses
External	Opportunities	Threats

What have you discovered?

What are you planning to do with what you have discovered?

How might you need to choose to do everything or certain aspects differently?

What action plan do you need to put into place?

What is the time frame? Be exceptionally specific so by date / time down to the minute.

How will you evaluate the process?

And then engage in the SWOT analysis process again and rinse and repeat.