
SWOT Analysis

Strengths/Weaknesses

1. What does your company do well?
2. What doesn't your company do well?
3. What advantage(s) do you have over your competition?
4. What disadvantage(s) do you have over your competition?
5. What are your strengths?
6. What are your weaknesses?
7. What as owner are your strengths? Weaknesses?
8. What is your market image?
9. How strong is your co. in the marketplace?
10. Do you have recent achievement/brand recognition that would give your co. a market advantage?
11. Market share?
12. Production capacity?
13. Access to capital?
14. Positive and productive work environment?



15. Clear strategic direction?
16. Market image?
17. Managerial team - depth and proven talent? Organizational structure?
18. Product - price, value, quality and innovation?
19. Resources - assets, raw materials, employee competencies?
20. Financial- reserves, return, cash flow?
21. Marketing - reach, distribution, awareness, skills?
22. Facilities/equipment?
23. Processes, systems, IT, manufacturing technology?
24. Customer service?
25. Distribution channels - continuity, supply chain, timescales, deadlines, pressures?
26. Location and geographical?
27. Reputation -local, regional, national?

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Opportunities/Threats

1. Are there new markets opening up to you?
2. What are you doing that your competitors are not?
3. Competitors strengths? Weaknesses?
4. Industry trends? Market trends? Economic trends?
5. Environmental effects?
6. Political/legislative effects? Michigan, other key distribution states, federal?
7. Seasonality, weather effects?
8. Technology development and innovation?
9. New business opportunites? Products, services, partnerships?
10. Demographic changes?
11. Changing customer needs? Tastes?
12. New competitors in the marketplace?
13. Workforce?
14. Changes in sociocultural environment?
15. Raw materials

