

SWOT Analysis Worksheet

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A SWOT analysis is a strategic model used to identify the **Strengths**, **Weaknesses**, **Opportunities** or **Threats** that impact a business or product. It forms part of a situation analysis of your business.

| STRENGTHS | |
|---|--|
| <i>List your businesses strengths</i> | <i>List how you will exploit your strengths</i> |
| | |
| WEAKNESSES | |
| <i>List of your businesses weaknesses</i> | <i>List how will you minimise/reduce your weaknesses</i> |
| | |
| OPPORTUNITIES | |
| <i>List opportunities for your business</i> | <i>List ideas to exploit these opportunities</i> |
| | |
| THREATS | |
| <i>List of threats to your business</i> | <i>List how will you minimise/monitor these threats</i> |
| | |



MarketingHQ is a Sydney based marketing consultancy that provides strategic marketing solutions to small and medium sized businesses.

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