

SWOT Analysis Worksheet

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A SWOT analysis is a strategic model used to identify the **S**trengths, **W**eaknesses, **O**pportunities or **T**hreats 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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