# **📑 SWOT Analysis Worksheet**

*A structured framework to evaluate your business’s Strengths, Weaknesses, Opportunities, and Threats.*

## **📌 Why Use a SWOT Analysis?**

A SWOT analysis helps businesses:  
 ✅ Identify **strengths** to leverage  
 ✅ Address **weaknesses** that need improvement  
 ✅ Discover **opportunities** for growth  
 ✅ Prepare for **threats** that could impact success

This worksheet is ideal for **startups, small businesses, and growing enterprises** that need to assess their competitive position and create strategic plans.

## **📑 SWOT Analysis Template**

### **📝 Business Information**

* **Business Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Industry:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Date of Analysis:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Conducted By:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## **1️⃣ Strengths (Internal Factors - What You Do Well)**

These are the advantages your business has over competitors.

✅ What are your core strengths?  
✅ What makes your brand unique?  
✅ What do customers love about your product/service?  
✅ What assets (team, technology, patents, branding) give you an edge?  
✅ What partnerships or supplier relationships strengthen your business?  
✅ What operational efficiencies or cost advantages do you have?

**Examples:**

* Strong brand recognition in the local market
* High customer retention rate
* Proprietary technology that competitors lack
* Strong distribution network

✍️ **Your Strengths:**

## **2️⃣ Weaknesses (Internal Factors - Areas for Improvement)**

These are internal challenges or limitations that might hinder your growth.

✅ What gaps exist in your team, resources, or product?  
✅ What customer complaints or pain points have you identified?  
✅ Are there operational inefficiencies or high costs?  
✅ Are there any limitations in your marketing, branding, or customer service?  
✅ Do you lack brand recognition in a competitive market?

**Examples:**

* Limited social media presence
* High customer acquisition costs
* Lack of automation in business processes
* Limited funding for expansion

✍️ **Your Weaknesses:**

## **3️⃣ Opportunities (External Factors - Growth & Expansion Possibilities)**

These are external trends or market changes that can benefit your business.

✅ Are there new customer segments you can target?  
✅ Are there emerging industry trends you can capitalize on?  
✅ Are there government grants, loans, or incentives available?  
✅ Can partnerships, collaborations, or new distribution channels expand your reach?  
✅ Can you leverage technology to improve efficiency or scalability?

**Examples:**

* Rising demand for sustainable products
* Digital marketing trends making online sales easier
* Expansion into untapped geographical markets
* New product offerings based on customer demand

✍️ **Your Opportunities:**

## **4️⃣ Threats (External Factors - Risks & Challenges to Prepare For)**

These are external obstacles that could negatively impact your business.

✅ Are there new competitors entering the market?  
✅ Are industry regulations or compliance requirements changing?  
✅ Are customer preferences shifting?  
✅ Are there supply chain disruptions or rising costs?  
✅ Is economic instability affecting consumer spending?

**Examples:**

* Rising inflation affecting material costs
* Competitors offering lower-priced alternatives
* Changes in advertising algorithms reducing online visibility
* Economic downturn reducing consumer spending

✍️ **Your Threats:**

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## **📊 SWOT Summary & Action Plan**

Now that you’ve identified key factors in your SWOT analysis, create an action plan:

| **Area** | **Key Takeaway** | **Action Plan** |
| --- | --- | --- |
| Strengths | (E.g., High brand recognition) | Invest in further brand awareness campaigns |
| Weaknesses | (E.g., Limited social media presence) | Develop a content strategy and hire a social media manager |
| Opportunities | (E.g., Market demand for sustainable products) | Introduce an eco-friendly product line |
| Threats | (E.g., Competitors with lower prices) | Focus on superior customer experience & unique value proposition |

## **🔍 Final Thoughts**

A SWOT analysis should be conducted **regularly** to adapt to industry changes. **Review it every quarter or before making major business decisions.**