SWOT Analysis

Subject [Business, product or project]

Date

Prepared by

Goal

Strengths (internal, helpful)

What do we do well? What do customers praise? What resources or skills give us an edge?

Weaknesses (internal, harmful)

Where do we fall short? What do customers complain about? What resources do we lack?

Opportunities (external, helpful)

What trends, gaps in the market, partnerships or changes could we take advantage of?

Threats (external, harmful)

What are competitors doing? What economic, legal or technology changes could hurt us?

Actions

Action (use a strength, fix a weakness, seize an opportunity or reduce a threat)	Owner	Due