

SWOT analysis for *your business name here*

Strengths:

- What are your company's competitive advantages in the industry?
- What features do you offer that are unique and valuable?
- What processes are you excelling in?
- What draws customers in?
- What is the main positive feedback that you get from your customers?
- Are you a market leader? If so, how did you get there?
- Is the organization expanding and hiring new employees? What got you there?
- What strong assets does your company have (e.g., intellectual property, stakeholders, patents, etc.)?

Weaknesses:

- What could this company do better?
- What processes could be improved?
- Is this company lacking an established reputation?
- What is this company struggling with compared to others in the industry?
- What do customers often complain about?
- Is the organization losing employees?
- What assets is the company lacking, from patents to funding to employee positions and more?

Opportunities:

- What are some upcoming events you can take advantage of, such as a trade show, holiday or recent news release?
- Is there a loophole in your market, such as a cheaper supplier or opportunity to eliminate the middleman?
- Is there an opportunity to expand to a larger building or better location?
- Could the business be sold soon? Or on the other hand, could this business buy smaller, local businesses to expand?

Threats:

- Is a customer expressly unhappy with a particular product or service?
- Is the market fluctuating (e.g., are prices rising, are consumers purchasing alternatives, etc.)?
- Are there new government regulations to watch out for?
- Who are some of the new competitors entering the market, and what is it that they are doing better?
- Will new technology become available in the near future that could make this business's products or services obsolete?