**SWOT Analysis**

Business Name: Date:

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| **Strengths** Think about what you do well. What are your strengths? What is your USP? What are you an expert in? How are you better than your competitors? | **Weaknesses** What areas could you improve? Do you need extra resources? What is draining your time and budget? Do you/your staff need additional training to increase knowledge? |
| **Opportunities**  Can you do more for your current customers? Are there any new markets you have yet to target? Are there related products/services you could offer? How could technology assist your processes or services? | **Threats**  What obstacles are you facing? What is happening in the economy that could affect business? Are there any recent industry changes? What are your competitors doing? |