



To begin your SWOT analysis:

1. Determine area of focus (company, competitor, or target market)
2. Assess & Brainstorm each category
3. Focus on strengths to create strategic plan

### **Strengths**

What do you do well?



### **Opportunities**

What are the areas of potential growth?

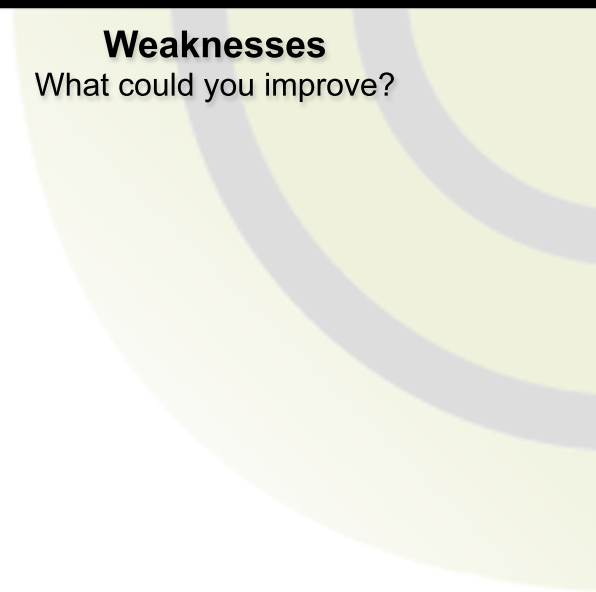


Present

Future

### **Weaknesses**

What could you improve?



### **Threats**

What obstacles do you face?



SWOT analyses identify Strengths; Weaknesses; Opportunities; and Threats within organizations to aid with decision making and business planning for themselves, competitors, sales goals, marketing initiatives, and channels strategies. Now that you've completed your SWOT analysis, the next step is to determine a strategy, which focuses on your strengths and manages around your weaknesses to create strategic opportunities.

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