



Prompts for thought

STRENGTH

- What do you do well?
- What unique resources can you draw on?
- What do others see as your strengths?
- What are your capabilities?
- Competitive advantages?
- USP's (unique selling points)?
- Resources, assets, people?
- Experience, knowledge, data?
- Financial reserves, likely returns?
- Marketing reach, distribution, awareness?
- Innovative aspects?
- Location and geographical?
- Price, value, quality?
- Accreditations, qualifications, certifications?
- Processes, systems, IT, communications?
- Cultural, attitudinal, behavioural?
- Management cover, succession?
- Philosophy and values?

Prompts for thought

WEAKNESS

- What could you improve?
- Where do you have fewer resources than others?
- What are others likely to see as weaknesses?
- What are your gaps in capabilities?
- Lack of competitive strength?
- Reputation, presence and reach?
- Financials?
- Own known vulnerabilities?
- Timescales, deadlines and pressures?
- Cash flow, start-up cash-drain?
- Continuity, supply chain robustness?
- Effects on core activities, distraction?
- Reliability of data, plan predictability?
- Morale, commitment, leadership?
- Accreditations, etc.?
- Processes and systems, etc.?
- Management cover, succession?

Prompts for thought

OPPORTUNITY

- What good opportunities are open to you?
- What trends can you take advantage of?
- Can you turn your strengths into opportunities?
- What are the market developments?
- Competitors' vulnerabilities?
- Industry or lifestyle trends?
- Technology development and innovation?
- Global influences?
- New markets?
- Niche target markets?
- Geographical, export, import?
- New USP's?
- Tactics: e.g., surprise, major contracts?
- Business and product development?
- Information and research?
- Partnerships, agencies, distribution?
- Volumes, production, economies?
- Seasonal, weather, fashion influences?

Prompts for thought

THREAT

- What trends could harm you?
- What is your competition doing?
- What threats do your weaknesses expose you to?
- What could be political effects?
- Legislative effects?
- Environmental effects?
- IT developments?
- Competitor intentions?
- Market demand?
- New technologies, services, ideas?
- Vital contracts and partners?
- Sustaining internal capabilities?
- Obstacles faced?
- Insurmountable weaknesses?
- Loss of key staff?
- Sustainable financial backing?
- Economy - home, abroad?
- Seasonality, weather effects?

SWOT analysis completed on _____ Date _____

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