

SWOT Analysis Prompters Worksheet

The SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) is designed to help you outline the goals and strategies of your business or marketing plan. Here are some prompters to help you build your SWOT Analysis Chart. If you don't know where to begin, these prompters are very helpful and make filling out your SWOT Analysis Chart simple and easy.

Instructions: Open the SWOT Excel, see tab 1, "SWOT Prompters," for the fillable version of the form below, you do not need to use these prompters, they just help to get you started. Then, see the SWOT Chart on tab 2, this is the chart we reviewed in our presentation, use it to chart your strengths, weaknesses, opportunities, and threats based on your customer, industry, and competitor research.

| Strengths, Weaknesses, Opportunities, and Threats Analysis | | | | |
|---|--|--|--|--|
| Strengths | | | | |
| What are your business advantages? | | | | |
| What are your core competencies? | | | | |
| Where are you making the most money? | | | | |
| What are you doing well? | | | | |
| Weaknesses | | | | |
| What areas are you avoiding? | | | | |
| Where do you lack resources? | | | | |
| What are you doing poorly? | | | | |
| Where are you losing money? | | | | |
| What needs improvement? | | | | |
| Opportunities | | | | |
| Any beneficial trends? | | | | |
| Niches that competitors are missing? | | | | |
| New technologies? | | | | |
| New needs of customers? | | | | |
| Threats | | | | |
| Obstacles to overcome? | | | | |
| Aggressive competitors? | | | | |
| Successful competitors? | | | | |
| Negative economic conditions? | | | | |
| Government regulation? | | | | |
| Changing business climate? | | | | |
| Vulnerabilities? | | | | |