SWOT ANALYSIS

Subject of the analysis: _____

Type of analysis (check one): [ ] business [ ] product or project [ ] career or personal plan [ ] nonprofit organization [ ] competitor

Prepared by: _____. Prepared for: _____. Date: _____. Time frame: _____.

1. OBJECTIVE

What this analysis should help decide or do: _____

_____

2. BACKGROUND

_____

_____

3. STRENGTHS (INTERNAL)

1. _____
2. _____
3. _____
4. _____

4. WEAKNESSES (INTERNAL)

1. _____
2. _____
3. _____
4. _____

5. OPPORTUNITIES (EXTERNAL)

1. _____
2. _____
3. _____
4. _____

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6. THREATS (EXTERNAL)

1. _____

2. _____

3. _____

4. _____

7. SUMMARY OF FINDINGS

_____

_____

8. STRATEGIES

Type key: SO uses a strength to take an opportunity. ST uses a strength to reduce a threat. WO uses an opportunity to fix a weakness. WT limits a weakness and avoids a threat. For a competitor analysis, tag each response instead: exploit a weakness, counter a strength, reach an opportunity first, or use a threat the competitor faces.

Type: _____. Strategy: _____. Owner: _____. Due date: _____.

Type: _____. Strategy: _____. Owner: _____. Due date: _____.

Type: _____. Strategy: _____. Owner: _____. Due date: _____.

Type: _____. Strategy: _____. Owner: _____. Due date: _____.

9. NEXT STEPS

1. _____

2. _____

3. _____

Date to review this analysis again: _____.

10. SOURCES AND ASSUMPTIONS

_____

_____

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