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SWOT Analysis Template

What is SWOT Analysis Template?

SWOT analysis, also known as Strengths, Weaknesses, Opportunities, and Threats analysis, is a strategic planning technique used to identify and evaluate the internal and external factors that can impact an organization's performance or success. The SWOT template helps individuals or teams analyze their position within the market and develop strategies to capitalize on their strengths, improve weaknesses, exploit opportunities, and mitigate threats.

Here is a general outline of the SWOT analysis template:

Strengths (Internal):

- What are our company's/organization's greatest assets?
- What do we do well?
- What sets us apart from others?
- What are our unique selling points?

Example: "Our team has extensive experience in the industry, allowing us to provide high-quality services."

Weaknesses (Internal):

- What areas need improvement?
- What are our vulnerabilities or limitations?
- What can we improve upon?
- What do we struggle with?

Example: "We lack a strong online presence, making it difficult for customers to find and engage with us."

Opportunities (External):

- What external factors can benefit our organization?
- What trends, changes, or events can we capitalize on?
- What new markets or customer segments are emerging?
- What partnerships or collaborations can we explore?

Example: "The growing demand for sustainable products presents an opportunity for us to develop eco-friendly solutions."

Threats (External):

- What external factors can harm our organization?
- What changes, trends, or events pose a risk to our business?
- What competition are we facing?
- What regulatory or environmental changes might impact us?

Example: "The rise of new competitors in the market threatens to disrupt our customer base and revenue streams."

Using this SWOT analysis template, individuals or teams can identify:

1. Strengths that can be leveraged to gain a competitive advantage.
2. Weaknesses that need improvement to minimize vulnerabilities.
3. Opportunities that can be capitalized on to drive growth and innovation.
4. Threats that require mitigation strategies to protect the organization.

By analyzing these internal and external factors, you can develop effective strategies to maximize your strengths, improve weaknesses, seize opportunities, and navigate threats.

[swot](#), [analysis](#), [strengths](#), [internal](#), [opportunities](#), [external](#), [weaknesses](#), [threats](#)

SWOT Analysis Template

Project or Business Name

- **Name:** [Enter Name]

Date

- **Date:** [Enter Date]

Strengths

- **S1:** [Strength Description]
- **S2:** [Strength Description]
- **S3:** [Strength Description]

Weaknesses

- **W1:** [Weakness Description]
- **W2:** [Weakness Description]
- **W3:** [Weakness Description]

Opportunities

- **O1:** [Opportunity Description]
- **O2:** [Opportunity Description]
- **O3:** [Opportunity Description]

Threats

- **T1:** [Threat Description]
- **T2:** [Threat Description]
- **T3:** [Threat Description]

Analysis Summary

- **Key Takeaways:** [Summary of the analysis]
- **Strategic Actions:** [Recommended actions based on SWOT]

Approval

- **Prepared by:** [Your Name]
- **Reviewed by:** [Reviewer's Name]
- **Approved by:** [Approver's Name]
- **Date:** [Approval Date]



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External links:

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