

SWOT ANALYSIS OF CURRENT OR FUTURE BUSINESS

Strengths and Weaknesses are internal and more controllable to an organization while Opportunities and Threats come from forces external to an organization.

by Beth Armknecht Miller



Your business plan starts with an understanding of where you are today by evaluating the internal and external factors which can be leveraged or attacked.

Strengths can include:

Core competencies Competitive advantages • Unique Selling Propositions (USP • Resources, assets, people • Expertise and Knowledge • Financial reserves Brand • Product Development • Location • Price, value, quality of product/service Accreditations and certifications • Unique processes, systems, IT, communications • Corporate Culture and values • Management Depth

STRENGTHS

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|----|-----|
| 1. | 7. |
| 2. | 8. |
| 3. | 9. |
| 4. | 10. |
| 5. | 11. |
| 6. | 12. |

Weaknesses can include:

Gaps in competencies • Lack of competitive advantage • Lack of a USP • Limited resources, assets and people • Gaps in expertise and knowledge • Financials and working capital • Reputation, presence and reach • Poor or slow product development • Reliability of data, plan predictability • Lack of mission, vision, values • Missing accreditations/certifications • Processes and systems • Management depth • Recruiting and retention

WEAKNESSES

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| 1. | 7. |
| 2. | 8. |
| 3. | 9. |
| 4. | 10. |
| 5. | 11. |
| 6. | 12. |

Opportunities can include:

Market developments • Competitors' weaknesses • Innovation • Unique selling propositions • Industry trends • New markets • Niche markets • Geographical, export, import • Research and development • Distribution channels • Economies of scale • Demographic trends

OPPORTUNITIES

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| 1. | 7. |
| 2. | 8. |
| 3. | 9. |
| 4. | 10. |
| 5. | 11. |
| 6. | 12. |

Political or legislative changes New technology

Competitor intentions — various market demand • Loss of key employees • Economic downturn
• Financing for growth • Reliance on key customers/partners • Demographic trends • Seasonality, weather effects • Acts of God

THREATS

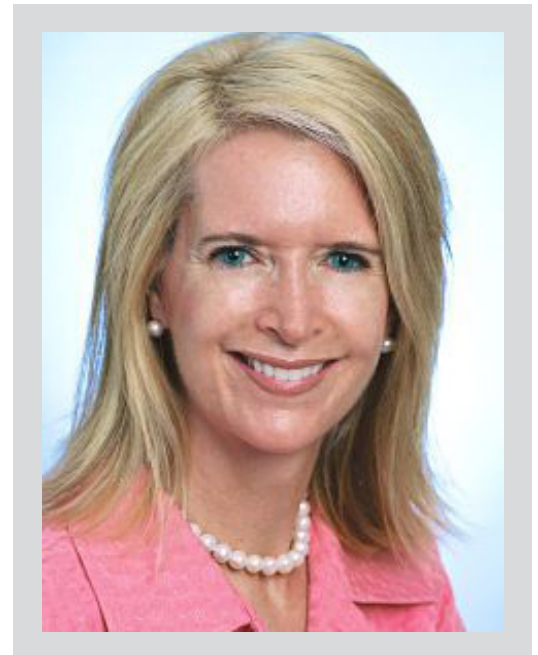
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Beth Armknecht Miller's passion for learning, and dedication to helping others, are strands woven throughout her distinguished career, which continue to guide her work with Executive Velocity, a top talent and leadership development advisory firm.

To Your Leadership Success



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