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|   | **SWOT Analysis** |   |   |   |
|   |   | **Environment** |   |
|   |   | **Opportunity** |   | **Threat** |   |
| **Company** | **Strength** | What are the company's advantages?What does the company do well?What relevant resources does the company have access to?What do other people see as the company's strengths? |   | What could the company improve on?What does the company do badly?What should the company avoid? |   |
|   |   |   |   |   |
|   | **Weakness** | Where are the good opportunities in front of the company?What are the interesting trends the company is aware of?**Examples:\***Changes in technology and markets\*Changes in government policy related to the company's field\*Changes in social patterns, population profiles, lifestyles, etc.\*Local events |   | Does the company face obstacles?What is the company's competition doing?Are the required specifications for the company's job, products or services changing?Is changing technology threatening the company's position?Does the company have bad debt or cash-flow problems?Could the company's weaknesses seriously threaten the business? |   |
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