

SWOT Analysis

Carry out a SWOT Analysis – note down the good, the bad...

Strengths

What is your business particularly successful at?

Weaknesses

What areas do you fall down in?

Opportunities

What are you missing out on that you could be going after?

Threats

What negatives things are threatening your business and how can you avoid them or counter them?



Strengths

Weaknesses

Opportunities

Threats