

S

STRENGTHS

Things your company does well or qualities that separate you from your competitors
Ex: Internal resources like skilled, knowledgeable staff or tangible assets such as intellectual property, capital, proprietary technologies, etc

W

WEAKNESSES

Things your company lacks or your competitors do better than you
Ex: Resource limitations, unclear unique selling proposition (USP)

O

OPPORTUNITIES

Ex: Underserved markets for specific products or services, few competitors in your area, emerging need for your products or services, press/media coverage of your company, expansion of services and/or territories

T

THREATS

Ex: Emerging competitors, changing regulatory environment, negative press/media coverage, changing customer attitudes towards your company

