S.W.O.T. ANALYSIS BUSINESS OWNER WORKSHEET

The main objective: Using an initial S.W.O.T. analysis to help develop a full awareness of all the factors involved when making business decisions.

1. **Strengths:** These are positive, tangible, and intangible attributes, internal to an organization and within the organization's control.
2. **Weaknesses:** These are internal factors within an organization's control that detract from the organization's ability to attain the desired goal.
3. **Opportunities:** Opportunities refer to favorable external factors that could give an organization a competitive advantage.
4. **Threats:** Threats refer to factors that have the potential to harm an organization.

- Examples of Internal factors include financial and human resources, tangible and intangible (brand name) assets, and operational efficiencies.
- External influences, such as monetary policies, market changes, and access to suppliers, are categories to pull from to create a list of opportunities and threats.

	Strengths 1. 2. 3. 4.	Weaknesses 1. 2. 3. 4.
Opportunities 1. 2. 3. 4.	Opportunity-Strength strategies *Use strengths to take advantage of opportunities* 1. 2.	Opportunity-Weakness strategies *Overcome weaknesses by taking advantage of opportunities* 1. 2.
Threats 1. 2. 3. 4.	Threat-Strength strategies *Use strengths to avoid threats* 1. 2.	Threat-Weakness Strategies *Minimize weaknesses and avoid threats* 1. 2.

If you need continued assistance with this, please fill out this form HERE. Once completed, someone from the IFEL Team will reach out to you.