# SWOT Analysis

## STRENGTHS
WHAT MAKES YOUR BUSINESS GOOD, THINK ABOUT:
- CLIENTS
- PEOPLE
- REPUTATION
- BRAND
- DEMAND
- MARKET POSITION
- HISTORY
- EXPERIENCE

## WEAKNESSES
WHAT ARE YOUR WEAK AREAS, THINK;
- YOU CAN'T DO EVERYTHING WELL
- WHAT DO YOUR CLIENTS TELL OR NOT TELL YOU
- STAFFING SKILLS
- GENERAL SKILL SETS
- CHANGES TO YOUR INDUSTRY

## OPPORTUNITIES
WHERE IS THE GROWTH? THINK;
- HOW CAN I USE MY STRENGTHS
- WHAT IS HAPPENING THAT I WANT TO TAKE ADVANTAGE OF
- WHO ELSE IS DOING WHAT
- IS THE MARKET CHANGING
- WHY WE ARE DIFFERENT TO OUR PEERS

## THREATS
THEY ALWAYS EXIST, THINK;
- HOW DO MY WEAKNESSES IMPACT ON ME
- REGULATION
- LEGAL CHANGES
- NEW ENTRANTS
- COMPETITION
- PRODUCT WEAKNESSES
- DEMAND
- CLIENT BASE AND TARGET MARKET SIZE