



## SWOT Analysis

### Strengths

This is your source of competitive advantage.  
What you can continue to build upon.

- Why do your customers buy from you?
- Have you asked them?
- What do your customers think your strengths are?
- What do you do better than any direct or indirect competitor?

### Opportunities

These can determine your growth goals.  
Where you should spend time, money, or both.

- Can you upsell to current customers? Are there multiple buyers?
- Can you improve the delivery/sales/intake process?
- Can you increase the number of products?
- Are there new technologies that can help?
- Can you increase the number of vertical markets?

### Weaknesses

These can become your operational or personnel goals.  
Things you need to correct or manage.

- What needs to be improved on? What needs to be better?
- What can we improve on? Can we control the changes needed?
- What is out of our control?
- Have we lost sales? Why?
- What do customers think the weaknesses are?

### Threats

Items to watch and/or to influence.  
These are items you will need to monitor or eliminate.

- Are there internal or external road blocks?
- Are market trends changing?
- Are competitors already changing? Are any ahead of the curve?
- Are there new competitors?
- Are we spending marketing dollars wisely?
- Is there new legislation that impacts the business?

**ALL THE ABOVE ARE INTERNAL FACTORS**

**ALL THE ABOVE ARE EXTERNAL FACTORS**



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**SWOT analysis** or **Strengths** (internal factor), **Weaknesses** (internal factor), **Opportunities** (external factor) and **Threats** (external factor) **analysis** is a framework for identifying and analyzing the internal and external influences that can impact the viability of a company, project, product, place or person. This tool gives you a first step in a possible course correction or whether to even get started in the first place.

Do you have questions or need help with this tool? Send us an email at [info@smarketingconnect.com](mailto:info@smarketingconnect.com). We are happy to answer your questions!