



SWOT

A strategic planning tool

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How to Use This SWOT Analysis Packet

1. **Understand SWOT:** Learn about Strengths, Weaknesses, Opportunities, and Threats.
2. **Checklist (Page 3):** Use it to brainstorm key points for each SWOT element.
3. **Worksheet (Page 4):** Fill in specific details for your business in each section.
4. **Analyze:** Look for connections and relationships between elements.
5. **Develop Strategy:** Leverage strengths, address weaknesses, seize opportunities, and mitigate threats.
6. **Periodic Review:** Keep it up-to-date as your business evolves.

STRENGTHS

Identify your strengths

Start by brainstorming and listing down all the key strengths of your organization. These can include internal factors such as a strong brand reputation, talented employees, advanced technology, or unique expertise.

WEAKNESSES

Assess your weaknesses

Next, evaluate the weaknesses or areas of improvement within your organization. These can involve internal factors like outdated systems, lack of resources, or poor customer service. Be honest and objective in identifying areas that may hinder your success.

OPPORTUNITY

Explore potential opportunities

Identify external factors that could present opportunities for growth and success. This can include emerging markets, new technologies, industry trends, or untapped customer segments. Look for areas where your organization can capitalize and gain a competitive advantage.

THREATS

Evaluate potential threats

Assess the external factors that pose risks or threats to your organization. These can include intense competition, changing regulations, economic downturns, or technological disruptions. Understanding these threats will help you develop strategies to mitigate their impact.

STRENGTHS

- What do we do well?
- What do our customers say we do well?
- What is our unique selling proposition?
- Do we have a strong brand awareness? Customer loyalty?
- Supplier, distributor, influencer relationships?
- What proprietary or unique assets do we have?
- What skills do we have that our competitors don't?
- Strong Capital?
- Do our profit margins compare to industry benchmarks?

WEAKNESSES

- Where can we improve?
- What do our customers frequently complain about?
- Which objections are hard to address?
- Are we new or not well known?
- Do we have any limitations in distribution?
- Is our resources and equipment outdated or old?
- Are we lacking in staff, skills, or training?
- Do we suffer from cash flow problems? Debt?
- Is our profit margins smaller than industry benchmarks?

OPPORTUNITY

- Do our competitors have any weaknesses we could benefit from?
- Target market growing or shifting in our favor?
- Is there an untapped pain point or niche market?
- Are there upcoming events we could benefit from?
- Are there geographic expansion opportunities?
- Are there potential new sources of financing?
- Industry or economic trends that could benefit us?
- Social or political trends that could benefit us?
- Any new technology that could benefit us?

THREATS

- New competitors or expansion in existing competitors?
- Is our target market shrinking or shifting?
- Could any indirect competitors become direct competitors?
- Industry or economic trends that could work against us?
- Social or political trends that could work against us?
- Any new technology that could work against us?

STRENGTHS

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WEAKNESSES

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OPPORTUNITY

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THREATS

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