

SWOT Analysis

<p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none">• What is our strongest asset?• What knowledge do we have on our team that is beneficial or unique?• What are all of the assets we have?• What unique resources do we possess?• What is our competitive advantage?• What's our unique selling or value proposition?• Can we easily get additional capital, if we want to?• What business processes work successfully?	<p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none">• Do we have gaps on our team?• What do we not have that we need to be competitive?• What tangible assets do we not have but currently need?• What business processes need improvement?• What knowledge or assets do our competitors have that we do not?• What technology needs to be updated?• Does one customer make up more than 10% of our business?• What expertise do we lack?
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none">• Is there a current need in the market that we could be addressing?• What trends might positively impact us?• What talent is available that we could hire?• Are there products our customers ask for that we could provide?• Can we offer something that our competitors don't?• Can we increase our pricing in some way?	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none">• Are there any upcoming law or regulation changes that will impact us?• Are our competitors offering new products now or in the near future?• Are we dependent on a single manufacturer or supplier?• What happens if a natural disaster strikes either where we do business or where we get products/materials from?• How easy is it for someone to poach key employees?

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS