

State what you are assessing here _____

(This particular example is for a new business opportunity. Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation.)

<p>STRENGTH EXAMPLES</p> <ul style="list-style-type: none"> Advantage of proposition Capabilities Competive Advantages Unique Selling Points Resources, Assets, People Experience, Knowledge, Data Financial Reserves, Likely Returns Reach, Distribution, Awareness Innovative Aspects Location Price, Value, Quality Accreditations, Certifications Equipment, Communications Cultural Influences Succession Philosophy and Values 	<p>strengths</p>	<p>weaknesses</p>	<p>WEAKNESS EXAMPLES</p> <ul style="list-style-type: none"> Disadvantage of Proposition Gaps in Capabilities Lack of Competitive Strength Reputation, Presence Financials Timescales, Deadlines Cashflow, Start Up Drain Continuity, Supply Chain Effects of Core Activities Distraction Reliability of Data Morale, Commitment Accreditations Processes and Systems Succession
<p>OPPORTUNITY EXAMPLES</p> <ul style="list-style-type: none"> Market Developments Competitor's Vulnerabilities Industry Trends Development and Innovation Global Influences New Markets Niche Target Markets Import/Export New Selling Points Tactics - Major Contracts Product Development Information and Research Partnerships and Distributions Production Seasonal Influences 	<p>opportunities</p>	<p>threats</p>	<p>THREAT EXAMPLES</p> <ul style="list-style-type: none"> Political Effects Legislative Effects Environmental Effects IT Developments Competitor Innovations Market Demand New Technologies, Services Vital Contacts and Partners Sustaining Internal Capabilities Obstacles Faced Critical Weaknesses Loss of Key Staff Sustainable Financial Backing Economy Seasonable Economy