

STRENGTHS

What internal strengths give your business a competitive advantage?

What do customers say you do well?
What are your strongest skills, products, or services?
What internal processes set you apart?
What are your unique assets or resources?

WEAKNESSES

What internal challenges or limitations are holding your business back?

Where do you lack resources or skills?
Are there any inefficiencies or gaps in your operations?
What areas need improvement in your business?
What do competitors do better than you?

OPPORTUNITIES

What external factors could you leverage for growth?

Are there any market trends you could benefit from?
What partnerships or collaborations could you explore?
Are there unmet customer needs you could address?
How could technological advances or new regulations work in your favor?

THREATS

What external factors could negatively impact your business?

What are your competitors doing that could harm your business?
Are there any economic or market changes that pose risks?
Could shifts in consumer behavior affect your growth?
Are there external obstacles that may limit your success?

