

HOW TO DO A SWOT ANALYSIS



Definition: A SWOT analysis evaluates a business or project based on four key factors.

Four Key Factors

S Strengths
Strengths are the positive attributes that give you an advantage over competitors.

W Weaknesses
Weaknesses are the negative attributes that limit your business performance.

O Opportunities
Opportunities are situations you can leverage to achieve your business goals.

T Threats
Threats are unfavourable situations or conditions that can harm your business.

Internal



External

Areas of Application



Business. Use a SWOT analysis to help you review your entire business.



Product. Use the tool to evaluate product ideas or product viability.



Personal. Understand where you stand and plan your next move.

How To Do SWOT Analysis

- 1 Set your goal:** to help you conduct the most relevant analysis.
- 2 Assess strengths:** what you do well, what customers love about you.
- 3 Uncover weaknesses:** what you can improve or stop doing.
- 4 Consider Opportunities:** what you can use to your advantage.
- 5 Identify Threats:** uncover what could harm your business.
- 6 Narrow down:** identify the most important and immediate factors.

Common Mistakes

- Lack of focus
- Lack of context
- Lack of specificity
- Insufficient depth
- Failing to prioritize
- Ignoring competition
- Too narrow of a focus
- Unclear goal for analysis
- Overestimating strengths
- Brushing over weaknesses
- Neglecting input from others
- Performing analysis only once
- Confusing goals for opportunities
- Treating all weaknesses as problems

Complementary Tools



PEST

Political, Economic, Social, Technological. Use this tool too assess your opportunities and threats.



SCRS

Strategy, Current State, Requirements, Solution. Use this tool to dig deeper into weakness factors.



MOST

Mission, Objective, Strategies, Tactics. Use this tool to improve internal processes and strengths.

Examples

Strengths

- A strong brand
- Large cash reserves
- Skilled and stable workforce
- Good internal communication
- Efficient marketing systems
- Mature leads funnel
- High customer satisfaction
- Modernized technology
- Excellent customer service
- High quality assurance
- Multiple distribution channels

Weaknesses

- Low brand recognition
- High levels of debt
- Low employee morale
- Low marketing budget
- Inefficient supply chain
- Low employee morale
- Outdated technology
- Weak cashflow
- High cost of capital
- Poor customer service
- Lack of data analytics

Opportunities

- New markets
- New technologies
- New products
- Product enhancements
- New investment
- Mergers and acquisitions
- Change in market share
- Strategic partnerships
- Political developments
- Changing customer needs
- Weakened competition

Threats

- Tight labour supply
- Political issues
- New regulations
- New market entrants
- Market innovations
- Technological change
- Supply chain problems
- High staff turnover
- Distribution problems
- Natural disasters
- Rising material costs

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