# A logo of a book and a pen  AI-generated content may be incorrect.

# SWOT ANALYSIS TEMPLATE

*This free SWOT analysis template includes prompts to guide your thinking. It offers structured questions under each heading so you can explore the full range of internal and external factors affecting your organisation, project or idea.*

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| Strengths (internal, positive)* What do we do better than competitors?
* Which resources or capabilities are unique to us?
* Do we have financial or operational advantages?
* What do customers value most about us?
* Are there particular products, services or teams that excel?
* Do we have strong brand reputation or loyalty?
* Which achievements or awards support our credibility?
 | Weaknesses (internal, negative)* Where do we consistently struggle?
* Which skills, technologies or resources are lacking?
* Are there inefficiencies or high costs in our processes?
* What do customers or staff frequently criticise?
* Do we depend too heavily on certain staff, clients or markets?
* Are our systems, equipment or technology outdated?
* What internal risks or vulnerabilities hold us back?
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| Opportunities (external, positive)* Are there emerging market trends we could exploit?
* Are customer needs shifting in ways we can meet?
* Could technology create efficiency or new services?
* Are there potential partnerships or collaborations?
* Is there unmet demand in our industry or region?
* Can we expand into new markets or customer segments?
* Are funding streams or government priorities opening new doors?
 | Threats (external, negative)* Are new competitors entering our market?
* Are customer preferences changing in ways that harm us?
* Are regulations or policies likely to restrict us?
* Are suppliers or partners becoming unreliable or costly?
* Are economic conditions (inflation, downturn) creating risks?
* Are technological advances threatening our current model?
* Are reputational risks or social issues undermining our position?
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