

SWOT Analysis Worksheet

	Advantages	Disadvantages
Internal	<div><div>Strengths</div><div>What is your company doing well in terms of business, technology, and reputation?</div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div>Weaknesses</div><div>Where does your company need improvement? Consider this from business, technology, and reputation perspectives.</div><div></div><div></div><div></div><div></div><div></div><div></div></div>
External	<div><div>Opportunities</div><div>What is your company doing right that makes it unique among the competition?</div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div>Threats</div><div>Which competitors are a threat to your company, product, or service? What are they doing well?</div><div></div><div></div><div></div><div></div><div></div><div></div></div>