

# SWOT ANALYSIS TEMPLATE

Begin assessing your company's external situation by taking a quick pulse of your opportunities and threats. To do so, investigate the various areas listed here to get more specific about what's happening in your operating environment. This format ensures that you're looking at your strengths and weaknesses holistically. As you work through the worksheet, be sure to capture all your thoughts by writing them down.

INTERNAL		EXTERNAL	
Strengths	<b>Capabilities:</b> Human Capital Organizational Capital Knowledge Capital  <b>Resources:</b> Financial Resources Physical Resources Intangible Resources  <b>Processes:</b> Operational Processes Customer management Processes Relationship management Processes Innovation Processes  <b>Other:</b> Technology management Communication Productivity	Opportunities	<b>Operating Environment:</b> Political/legal Environment Social Technological  <b>Industry:</b> New competitors Substitute products Power of suppliers Power of buyers Competitive rivalry  <b>Market:</b> Growing, shrinking Size of markets New markets
	<b>Current Customers:</b> Customer mix Satisfaction Loyalty Strength of your value chain Strength of your value prop		<b>Competitors:</b> Who they are Strengths, weaknesses Strategies Objectives
Weaknesses		Threats	

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	OPPORTUNITIES	THREATS
STRENGTHS		
WEAKNESSES		

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