

S

(STRENGTHS)



- What does our company do well?
- What do our clients say about our company & products that we do well?
- What is our company's & products' USP?
- Does our company have strong brand awareness?
- Does our company have loyal clients?
- Does our company have good relationships with Suppliers, Distributors, and Influencers?
- What proprietary or unique assets does our company have?
- What skills do we have that our competitors don't have?
- Does our company have good capital?
- Does our company have a healthy operating margin compared to the industry benchmark?

W

(WEAKNESSES)



- Where can our company improve?
- What are our clients frequently complain about?
- Which objections of our company are hard to address?
- Does our company not well know?
- Does our company have any limitations in distribution?
- Do our company's resources and machinery outdated?
- Does our company lack in staff, skills, or training?
- Does our company suffer from cash flow problems? Debt?
- Does our company's profit margins smaller than industry benchmarks?

O

(OPPORTUNITIES)



- Do our company's competitors have any weaknesses we could benefit from them?
- Is the target market of our company growing or shifting in our favor?
- Is there any untapped pain point or niche market for our company?
- Does the company have any upcoming events to benefit from them?
- Does the company have any geographic expansion opportunities?
- Does the company have any new potential sources of financing?
- Can the company benefit from any current industry and economic trends?
- Can the company benefit from any current social & political trends?
- Can the company improve by adopting any new technology?

T

(THREATS)



- Does the company get new competitors in the industry or expansion in existing competitors?
- Is the target market of our company shrinking or shifting?
- Do any company's indirect competitors become direct competitors?
- Any new industry or economic trends against the company?
- Does any new technology in the market work against the company?
- Any expected disruption in the supply chain due to wars between nations?
- Any upcoming political instability in our location that affects the company's growth?
- Any change in environmental conditions that are against the company's growth?