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| --- | --- | --- | --- |
| S  (STRENGTHS) | | W  (WEAKNESSES) | |
| * 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? | | * 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 * Do our company's resources and machinery outdated?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) | T  (THREATS) | |
| * 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? | * 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? | |