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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* Do our company's resources and machinery outdated?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?
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| 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?
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