

Below is a template for a SWOT Analysis quadrant. Partners in business should fill it in individually first. Share your analysis with one another and note how different or similar your analyses are and which areas your business can improve upon.

Do this at every major milestone in your business to see how it has changed.

Be honest.

“Easy-peasy, lemon-squeezy”

- Anonymous

S = Strengths - Things that your business can do with its imaginary eyes closed, things that you business baby excels at.

W = Weaknesses - Areas in your business that you need to improve upon or want to work towards. This could be your operations, your actual product or service, the need/want your business addresses, how clearly your business is marketed, etc.

O = Opportunities - Any opportunity for your business/product/service to market, grow or expand; horizontally and vertically; future and present, and areas where your product/service is needed or wanted and will do well.

T = Threats - Think about competitors, big and small, the specific environment your business will operate in, as well as whether there is a need or want for your product or service currently and whether customers are in a position to afford your product/service.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

