SWOT Analysis

As you work through each category, don't be too concerned about elaborating at first. Just capture the factors you believe are relevant in each of the four areas. Once you are finished, reorder the items in each category from highest priority to lowest.

Strengths (internal, positive factors) Strengths describe the positive attributes, tangible and intangible, of your organization. These are within your control.	**Weaknesses** (internal, negative factors) Weaknesses are aspects of your business that detract from the value you offer or place you at a competitive disadvantage.
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Opportunities (external, positive factors) Opportunities are external attractive factors that represent reasons for your business to exist and prosper.	**Threats** (external, negative factors) Threats are external factors beyond your control that could put your business at risk. You may benefit from having contingency plans for them.
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