



SWOTT: Strategic Planning Process Worksheet

Strengths Characteristics that allow the business to take advantage of opportunities or reduce the impact of barriers.

Weaknesses Characteristics that could stand in the way of the business taking advantage of opportunities or reducing the impact of barriers.

Opportunities Factors outside the business that allow it to take action to grow the business.

Threats Factors outside the business that stands in the way of its efforts to grow the business.

Trends Current factors that contribute to the business success within its industry.

Factors	Internal	External
Positive	Strengths	Opportunities
Negative	Weaknesses	Threats

Sources: Adapted from Pearce, J.A. and Robinson, R.B., **Strategic Management: Strategy Formulation and Implementation**, 1988.

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