

MP1040-1 SWOT Analysis Worksheet - Word

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MP1040-1 SWOT ANALYSIS WORKSHEET

A. Strengths¹ (5=differentiator / 1=not)

- Our (number) years of experience in the (type of) business² 5 4 3 2 1
- We offer customized solutions 5 4 3 2 1
- Our cash position, credit rating, etc. 5 4 3 2 1
- Quality of our products/services 5 4 3 2 1
- Our ability to respond quickly to customer demands 5 4 3 2 1
- Highly skilled/trained/certified personnel 5 4 3 2 1
- "Lean" production 5 4 3 2 1

B. Weaknesses (5=critical / 1=not critical)

- Our per-unit production cost is higher than the industry average 5 4 3 2 1
- Large percentage of Company's business comes from one customer 5 4 3 2 1
- Personnel are not adequately trained 5 4 3 2 1
- Personnel lack certification(s) 5 4 3 2 1
- Cash flow has decreased over the last three quarters 5 4 3 2 1
- (name) department lacks adequate process controls 5 4 3 2 1
- Web site poorly designed, not user-friendly 5 4 3 2 1
- Relying on outdated equipment/technologies 5 4 3 2 1
- Lacking special subject matter expertise 5 4 3 2 1

C. Opportunities (5=great / 1=poor)

- Rising costs mean companies need to extend useful life of equipment 5 4 3 2 1
- Our product (name) can be easily adapted to alternative uses 5 4 3 2 1
- Explosive growth in (name) business sector 5 4 3 2 1
- Rising personnel costs leading to more outsourcing 5 4 3 2 1
- Increasing competition in (name) sector leading to greater reliance on our subject matter expertise 5 4 3 2 1

D. Threats (5=very high / 1=very low)

- Single location, near a major fault – susceptible to earthquake 5 4 3 2 1
- Rising fuel prices may cause us to limit or stop free delivery 5 4 3 2 1
- Small businesses in (name) sector not surviving more than two years, on average 5 4 3 2 1
- Unstable political situation in (location) 5 4 3 2 1
- No business continuity plan in place 5 4 3 2 1
- A key component is supplied by only one vendor 5 4 3 2 1
- Important patent about to expire 5 4 3 2 1

¹ Strengths, opportunities, etc., shown here are for illustrative purposes only. The Company should replace them with its own pertinent attributes/issues.

² For example, "20 years" experience in information security business... differentiates us from competition?"

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