# SWOT Analysis Date:

Run a SWOT Analysis on your whole business or a single project to assist you with your strategic planning. SWOT stands for Strengths, Weaknesses, Opportunities and Threats.

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| 1. | What subject will you be assessing (i.e. your whole business/ a single project)? |
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| **2.** | **Identify your strengths. Consider what you do best and list all the recourses you have access to in your business/project.** |
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| **3.** | **Identify your weaknesses. Consider what you are not best at and what resources you feel you are lacking.** |
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| **4.** | **List all the opportunities that are available.  Consider each of the following points:**   * What is happening externally that will positively affect you? * What trends in technology might positively impact you? * What is happening in the world that might positively affect you? |
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| **5.** | **List all the threats that may get in your way.  Consider each of the following points:**   * What is happening externally that will negatively affect you? * What trends in technology might negatively impact you? * What is happening in the world that might negatively affect you? |
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| **6.** | **Based on what you have discovered in the previous questions, what should you avoid?** |
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| **7.** | **Based on what you have discovered in the previous questions, what action should you take and by what date?** |
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| **8.** | **On a scale of 1-10 (1=likely, 10=not likely), how likely are you to complete each action item by the date you have set?** |
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