

# SWOT ANALYSIS

**Analyze Your Business:** Look at your business and think about it as a whole. Consider what you do well, where you need improvement, ways to grow, and potential challenges.

**Keep it simple and focus on the key points in each section**

Internal Strengths (S)	Internal Weaknesses (W)
External Opportunities (O)	External Threats (T)

Complete Each Section:

**Strengths** (Internal)

Write down things you, your team, and your business do well internally, like skills, teamwork, or positive qualities

**Weaknesses** (Internal)

Identify internal areas that need improvement, such as limited resources, lack of experience, or communication issues

**Opportunities** (External)

List external possibilities for growth or improvement, like new markets, partnerships, or trends

**Threats** (External)

Identify external problems or risks, such as competitors, economic changes, or technical challenges