

SWOT Analysis Template

Use this template to identify strategic leverage, expose vulnerabilities, and outline action items.

STRENGTHS

- What are our unique core capabilities?
- What proprietary assets or moats do we possess?
- What do customers tell us we do exceptionally well?

WEAKNESSES

- What operational friction points slow us down?
- Where do we lack expertise or key resources?
- Why do customers choose competitors over us?

OPPORTUNITIES

- What emerging customer needs can we fulfill?
- What technological shifts or trends can we ride?
- Are there underserved niches in our target market?

THREATS

- What regulatory changes could disrupt our operations?
- What aggressive moves are top competitors making?
- What macroeconomic factors pose risk to margins?