

SWOT

Our Company

Competitor

S

Strengths

W

Weaknesses

O

Opportunities

T

Threats

[Explain the key strengths of the organization. These strengths are internal attributes where the organization stands above competitors, such as intellectual property, its workforce, etc.]

[Outline where the company might fail or struggle internally. Examples might include a poor pricing model or unclear leadership.]

[List the external opportunities the company could benefit from, such as a growing demand for its product/services.]

[Provide an overview of the threats this organization faces. One example might be a new tax on the products/services the business provides.]