SWOT Analysis Worksheet

Fill out the fields below and review with a mentor. This information can help you outline goals and strategies for your business and marketing efforts.

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| --- | --- | --- | --- | --- |
|  | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| **Product/ Service Offering** |  |  |  |  |
| **Brand/ Marketing** |  |  |  |  |
| **Staff/ HR** |  |  |  |  |
| **Finance** |  |  |  |  |
| **Operations/ Management** |  |  |  |  |
| **Market** |  |  |  |  |
|  |  |  |  |  |
| **Can any of your strengths help with improving your weaknesses or combating your threats? If so, please describe how below.** |
|   |
| **Based on the information above, what are your immediate goals/next steps?** |
|   |
| **Based on the information above, what are your long-term goals/next steps?** |
|   |