SWOT Analysis

**Strengths:** Resources and capabilities that can be used for developing a competitive advantage.

**Weaknesses:** The absence of certain strengths.

**Opportunities:** Certain opportunities for expansion and growth.

**Threats:** Changes in external environment that may pose challenges to the organization.

|  |  |
| --- | --- |
| **Strengths** | **Opportunities** |
| What do we do well?  What makes us unique?  Existing resources: human, financial, other | What present or emerging trends can we turn to our advantage?  Who are potential collaborators?  How can we turn our strengths into opportunities? |
| **Weaknesses** | **Threats** |
| What can we improve?  Where do we have fewer resources than others?  Where do we lack ability to capitalize on positive trends and neutralize negative trends? | What weaknesses can prevent us from taking advantage of an opportunity?  What is our competition doing?  Who are potential competitors? |