# SWOT Analysis Template

SWOT Analysis takes into account the essential characteristics of an organisation, its business, human and other resources, services, competitors, clients, market conditions etc. It will help focus you on what you need to do to help the organisation to thrive.

SWOT stands for:

* Strengths
* Weaknesses
* Opportunities
* Threats

A SWOT analysis should identify where the organisation is at now and assist in making a realistic statement about where it could be in 12 months’ time. These headings might include:

## Strengths – internal, for capitalising on

* location of business
* market share
* quality of product/service
* relationship with suppliers
* profit margin
* skills of employees
* management approach
* governance

## Weaknesses – internal, for rectification/improvement

* positioning in the market
* work practices that are affecting delivery
* reliance om key staff
* lack of professional development
* marketing

## Opportunities – external, for taking advantage of

* market changes that you could capitalise on
* potential for investment or business growth
* third parties that could assist growth

## Threats – external, for planning for

* forthcoming legislation or regulation that could prove a threat
* increase in competitor activity
* increased compliance requirements