**SWOT ANALYSIS MATRIX**

**Internal to your organisation External to your organisation**

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| **Strengths**  **Characteristics of the business which give it an advantage over its competitors**   * Things your company does well vs others * Qualities that separate you from your competitors * Special internal resources * Tangible assets e.g IP, patents, capital, proprietary technology | **Opportunities**  **Elements of the external environment that allow it to formulate and implement strategies to increase profitability**   * Underserved markets * Area with few competitors * Emerging need for your products/service * Changing regulatory environment |
| **Weaknesses**  **Characteristics of the business which give it a disadvantage relative its competitors**   * Things your company lacks * Things your competitors do better * Specific Resource limitations * Unclear unique selling proposition * Product quality or other deficiency | **Threats**  **Elements of the external environment that could endanger the profitability of the business**   * Emerging competitors * Changing customer attitudes to your product * Changing market needs * Regulatory environment * Negative press coverage * Market saturation * Exchange rate |

Less is often more when thinking about SWOT. Start with the top 2-3 in each segment above, this in most cases is 85% of the battle.