**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
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| **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
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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.