

**SWOT Analysis Template** State what you are assessing here. Please note that these criteria examples relate to assessing a new business venture or proposition. Many listed criteria can apply to other quadrants, and the examples are not exhaustive. You should identify and use any other criteria that are appropriate to your situation.

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|--|-----------------------------|--------------------------|--|
| <p><b>criteria examples</b></p> <p>Advantages of proposition?<br/>         Capabilities?<br/>         Competitive advantages?<br/>         USP's (unique selling points)?<br/>         Resources, Assets, People?<br/>         Experience, knowledge, data?<br/>         Financial reserves, likely returns?<br/>         Marketing - reach, distribution, awareness?<br/>         Innovative aspects?<br/>         Location and geographical?<br/>         Price, value, quality?<br/>         Accreditations, qualifications, certifications?<br/>         Processes, systems, IT, communications?<br/>         Cultural, attitudinal, behavioural?<br/>         Management cover, succession?<br/>         Philosophy and values?</p> | <p><b>strengths</b></p>     | <p><b>weaknesses</b></p> | <p><b>criteria examples</b></p> <p>Disadvantages of proposition?<br/>         Gaps in capabilities?<br/>         Lack of competitive strength?<br/>         Reputation, presence and reach?<br/>         Financials?<br/>         Own known vulnerabilities?<br/>         Timescales, deadlines and pressures?<br/>         Cashflow, start-up cash-drain?<br/>         Continuity, supply chain robustness?<br/>         Effects on core activities, distraction?<br/>         Reliability of data, plan predictability?<br/>         Morale, commitment, leadership?<br/>         Accreditations, etc?<br/>         Processes and systems, etc?<br/>         Management cover, succession?</p> |
| <p><b>criteria examples</b></p> <p>Market developments?<br/>         Competitors' vulnerabilities?<br/>         Industry or lifestyle trends?<br/>         Technology development and innovation?<br/>         Global influences?<br/>         New markets, vertical, horizontal?<br/>         Niche target markets?<br/>         Geographical, export, import?<br/>         New USP's?<br/>         Tactics: eg, surprise, major contracts?<br/>         Business and product development?<br/>         Information and research?<br/>         Partnerships, agencies, distribution?<br/>         Volumes, production, economies?<br/>         Seasonal, weather, fashion influences?</p>   | <p><b>opportunities</b></p> | <p><b>threats</b></p>    | <p><b>criteria examples</b></p> <p>Political effects?<br/>         Legislative effects?<br/>         Environmental effects?<br/>         IT developments?<br/>         Competitor intentions - various?<br/>         Market demand?<br/>         New technologies, services, ideas?<br/>         Vital contracts and partners?<br/>         Sustaining internal capabilities?<br/>         Obstacles faced?<br/>         Insurmountable weaknesses?<br/>         Loss of key staff?<br/>         Sustainable financial backing?<br/>         Economy - home, abroad?<br/>         Seasonality, weather effects?</p>  |