\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[Company Name / Logo]

SWOT Analysis

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [DD/MM/YYYY]

|  |  |
| --- | --- |
| **Purpose & Objectives:** | |
| *Use this table to explain why a SWOT analysis is being conducted. Is it part of a regular business strategy review process, or is it being conducted in response to a recent event?* | |
| **Purpose** | **Objectives** |
| *2-3 sentence description on the context of this analysis and the purpose for conducting it.* | * [Objective 1] * [Objective 2] * [Objective 3] * [Objective 4] * [Objective 5] |

|  |  |  |
| --- | --- | --- |
| **SWOT Analysis** | | |
| *Use this table to conduct your SWOT analysis. Try to rank each item in order of importance/threat level.* | | |
| **Internal** | **Strengths** | **Weaknesses** |
| 1. [Internal Strength #1] 2. [Internal Strength #2] 3. [Internal Strength #3] 4. [Internal Strength #4] 5. [Internal Strength #5] 6. [Internal Strength #6] 7. [Internal Strength #7] | 1. [Internal Weakness #1] 2. [Internal Weakness #1] 3. [Internal Weakness #1] 4. [Internal Weakness #1] 5. [Internal Weakness #1] 6. [Internal Weakness #1] 7. [Internal Weakness #1] |
|  |  | |
| **External** | **Opportunities** | **Threats** |
| 1. [External Opportunity #1] 2. [External Opportunity #2] 3. [External Opportunity #3] 4. [External Opportunity #4] 5. [External Opportunity #5] 6. [External Opportunity #6] 7. [External Opportunity #7] | 1. [External Threat #1] 2. [External Threat #2] 3. [External Threat #3] 4. [External Threat #4] 5. [External Threat #5] 6. [External Threat #6] 7. [External Threat #7] |

|  |
| --- |
| **Notes:** |
| *Leave this space open for additional notes or inspiration that may arise during the analysis.* |
|  |

|  |  |  |
| --- | --- | --- |
| **Actionable Items & Projects:** | | |
| *Include any actionable items that have resulted from this analysis.* | | |
| **Action Item** | **Associated Department** | **Project Lead** |
| [Task Name] | [Department Name] | [First Name] [Last Name] |
| [Task Name] | [Department Name] | [First Name] [Last Name] |
| [Task Name] | [Department Name] | [First Name] [Last Name] |
| [Task Name] | [Department Name] | [First Name] [Last Name] |
| [Task Name] | [Department Name] | [First Name] [Last Name] |
| [Task Name] | [Department Name] | [First Name] [Last Name] |

|  |  |
| --- | --- |
| **Participants:** | |
| *Include a list of all of the participants and their respective departments who contributed to this analysis.* | |
| **Analysis Lead(s):** [First Name] [last Name] / Department, [First Name] [last Name] / Department | |
|  | |
| **Other Participants:** | |
| * [First Name] [Last Name] / Department | * [First Name] [Last Name] / Department |
| * [First Name] [Last Name] / Department | * [First Name] [Last Name] / Department |
| * [First Name] [Last Name] / Department | * [First Name] [Last Name] / Department |
| * [First Name] [Last Name] / Department | * [First Name] [Last Name] / Department |

Finalized Analysis On: [DD/MM/YYYY]

Document Approved On: [DD/MM/YYYY]

Signature/Initials (Analysis Leads) *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature/Initials (Participants) *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_