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[Company Name / Logo]

SWOT Analysis

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

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

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| **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
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| * [First Name] [Last Name] / Department
 | * [First Name] [Last Name] / Department
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Finalized Analysis On: [DD/MM/YYYY]

Document Approved On: [DD/MM/YYYY]

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

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

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