
[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

SWOT Analysis

Use this table to conduct your SWOT analysis. Try to rank each item in order of importance/threat level.

	Strengths	Weaknesses
Internal		
	Opportunities	Threats
External		

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

Participants:

Include a list of all of the participants and their respective departments who contributed to this analysis.

Analysis Lead(s):

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Other Participants:

Finalized Analysis On: [DD/MM/YYYY]
 Document Approved On: [DD/MM/YYYY]

Signature/Initials (Analysis Leads) _____

Signature/Initials (Participants) _____

