



*Premier Partner*

## SWOT ANALYSIS DETAILS

A SWOT analysis is a great strategic framework to help us think about our ability to succeed. This exercise will get you thinking about internal and external factors that could either work in your favor or work against.

### **Instructions:**

- Brainstorm a list for each quadrant in slide 3, then narrow down to the top 5-6
- Mark each as H (High)/M (Medium)/L (Low), in terms of its potential impact on your strategy
- Capture your output using the template provided on slide 3

### **Reminder:**

- Strengths and Weaknesses are **internally** focused areas
  - Things about your company that you should be aware of, as they could impact your ability to be successful
- Opportunities and Threats are **external** factors that could help or hurt your company
  - What external factors could present opportunities for your company to have success

## CRITERIA EXAMPLES FOR EACH QUADRANT



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Internal

### Favorable

#### Strengths: criteria examples

Advantages of proposition?  
Capabilities?  
Competitive advantages?  
USP's (unique selling points)?  
Resources, Assets, People?  
Experience, knowledge, data?  
Financial reserves, likely returns?  
Marketing - reach, distribution, awareness?  
Innovative aspects?  
Location and geographical?  
Price, value, quality?  
Accreditations, qualifications, certifications?  
Processes, systems, IT, communications?  
Cultural, attitudinal, behavioural?  
Management cover, succession?  
Philosophy and values?

### Unfavorable

#### Weaknesses: criteria examples

Disadvantages of proposition?  
Gaps in capabilities?  
Lack of competitive strength?  
Reputation, presence and reach?  
Financials?  
Own known vulnerabilities?  
Timescales, deadlines and pressures?  
Cashflow, start-up cash-drain?  
Continuity, supply chain robustness?  
Effects on core activities, distraction?  
Reliability of data, plan predictability?  
Morale, commitment, leadership?  
Accreditations, etc?  
Processes and systems, etc?  
Management cover, succession?

External

#### Opportunities: criteria examples

Market developments?  
Competitors' vulnerabilities?  
Industry or lifestyle trends?  
Technology development and innovation?  
Global influences?  
New markets, vertical, horizontal?  
Niche target markets?  
Geographical, export, import?  
New USP's?  
Tactics: eg, surprise, major contracts?  
Business and product development?  
Information and research?  
Partnerships, agencies, distribution?  
Volumes, production, economies?  
Seasonal, weather, fashion influences?

#### Threats: criteria examples

Political effects?  
Legislative effects?  
Environmental effects?  
IT developments?  
Competitor intentions - various?  
Market demand?  
New technologies, services, ideas?  
Vital contracts and partners?  
Sustaining internal capabilities?  
Obstacles faced?  
Insurmountable weaknesses?  
Loss of key staff?  
Sustainable financial backing?  
Economy - home, abroad?  
Seasonality, weather effects?

## SWOT TEMPLATE

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Favorable

Unfavorable

Internal

### Strengths

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

### Weaknesses

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

External

### Opportunities

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

### Threats

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.