



SWOT Analysis



This template is part of the Product LifeCycle Toolkit™ from the 280 Group.

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SWOT Template Instructions

- Perform a SWOT analysis for each major competitor
- Make a list of each of the following:
 - **Strengths:** internal things about your company and its market position that help your chances of success
 - **Weaknesses:** internal things about your company and its market position that weaken your chances of success
 - **Opportunities:** external things that help your chances of success
 - **Threats:** external things that weaken your chances of success
- Fill in the SWOT matrix with strategies based on these factors

Strengths (Internal)

- Strength 1
- Strength 2
- Strength 3

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Weaknesses (International)

- Weakness 1
- Weakness 2
- Weakness 3

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Opportunities (External)

- Opportunity 1
- Opportunity 2
- Opportunity 3

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Threats (External)

- Threat 1
- Threat 2
- Threat 3

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SWOT Analysis

	Strengths	Weaknesses
Opportunities	Strategies the company can exploit to take advantage of opportunities	Strategies the company must deal with to take advantage of opportunities
Threats	Strategies the company can use to defend itself from threats	Strategies the company must deal with to defend itself from threats

External

Internal

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