

TYPICAL QUESTIONS TO PERFORM A SWOT ANALYSIS

	STRENGTHS	WEAKNESSES
INTERNAL	<p>What do you do well? What resources do you have? What advantages do you have over your competition? What is your USP? People, property, process, products</p>	<p>What could you improve? What should you avoid? Limited resources Lack of access to skills or technology Poor location</p>
EXTERNAL	<p>What opportunities exist in your market, or in the environment, from which you hope to benefit? Demographics, Economic, Political/legal, Sociological, Environmental, Technology and Cultural factors</p>	<p>What obstacles do you face? What are your competitors doing that may result in a loss of clients, customers, market share? Are the required specifications for your job, products or services changing? Is changing technology threatening your position?</p>