

SWOT Analysis

S



Strengths

Consider: Leadership abilities, decision-making abilities, quality, customer service, efficiency, technology, alliances or partnerships, intellectual property, brand, cost advantages

W



Weaknesses

Examples may include: Low quality, poor customer service, inefficiency, lack of technology, no alliances or partnerships, lack of intellectual property, weak brand, poor reputation among customers, high cost structure, brand, cost advantages

O



Opportunities

Consider: Customers pricing constraints, competitor behavior, changes in technology, macroeconomic trends, regulation, suppliers, opening of new markets, related products or services, potential partners, high cost structure, brand, cost advantages

T



Threats

Examples may include: A competitor lowering its prices, shifts in consumer tastes, increased trade barriers, legislation or regulations that will increase costs or eliminate a product, a declining product or market, a supplier who is exerting price pressure, a new product or service that could be a substitute for our product or service



**Behavioral
Elements**

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Threats



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