**SWOT Analysis**

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| --- | --- | --- | --- |
| **S**trengths | **W**eaknesses | **O**pportunities | **T**hreats |
| * Things your company does well * Qualities that separate you from competitors * Internal resources such as skilled, expert staff * Tangible assets such as intellectual property, patents, capital, proprietary technologies | * Things your company lacks * Things your competitors do better than you do * Resource limitations * Unclear unique selling proposition/value proposition | * Underserved markets for specific products * Few competitors in your area/niche * Emerging need for your product or service * Press/media coverage of your company | * Emerging competitors * Changing regulatory environment * Changing customer attitudes about your product, company |