**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
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