

SWOT ANALYSIS FOR *[business name]* or *[division]*

STRENGTHS

*[Overall capabilities of the organisation]
[e.g. Financial resources,
Staff motivation,
Market reputation]*

WEAKNESSES

*[Aspects diminishing chances of success]
[e.g. Age of equipment and systems,
Skill level of staff,
Poor management information]*

OPPORTUNITIES

*[Opportunities for success]
[e.g. social changes, technology
development]*

THREATS

*[Opportunities for success]
[e.g. social changes, technology
development]*