



SWOT Report - (Date)  
(Company Name)

Strengths	Weaknesses
<p>What are you good at?</p> <p>Why are you good at it?</p> <p>What are you proud of?</p> <p>What makes you different?</p> <p>What do customers like about you?</p>	<p>What are you bad at?</p> <p>What do you not like doing?</p> <p>What are you not proud of?</p> <p>Where do you need to improve?</p> <p>What customers complain about?</p> <p>Where are you broken?</p>
Opportunities	Threats
<p>Where do you see growth?</p> <p>What do you think will happen?</p> <p>Where would you like to be?</p> <p>How could you diversify?</p> <p>Where can you expand?</p> <p>How can you add more value?</p> <p>How can you sell more?</p> <p>How can you sell more often?</p>	<p>What are your competitors doing?</p> <p>What is happening in the market?</p> <p>Where is the cost model weak?</p> <p>Where is the business model weak?</p> <p>What is your capacity?</p> <p>Where can you improve?</p>