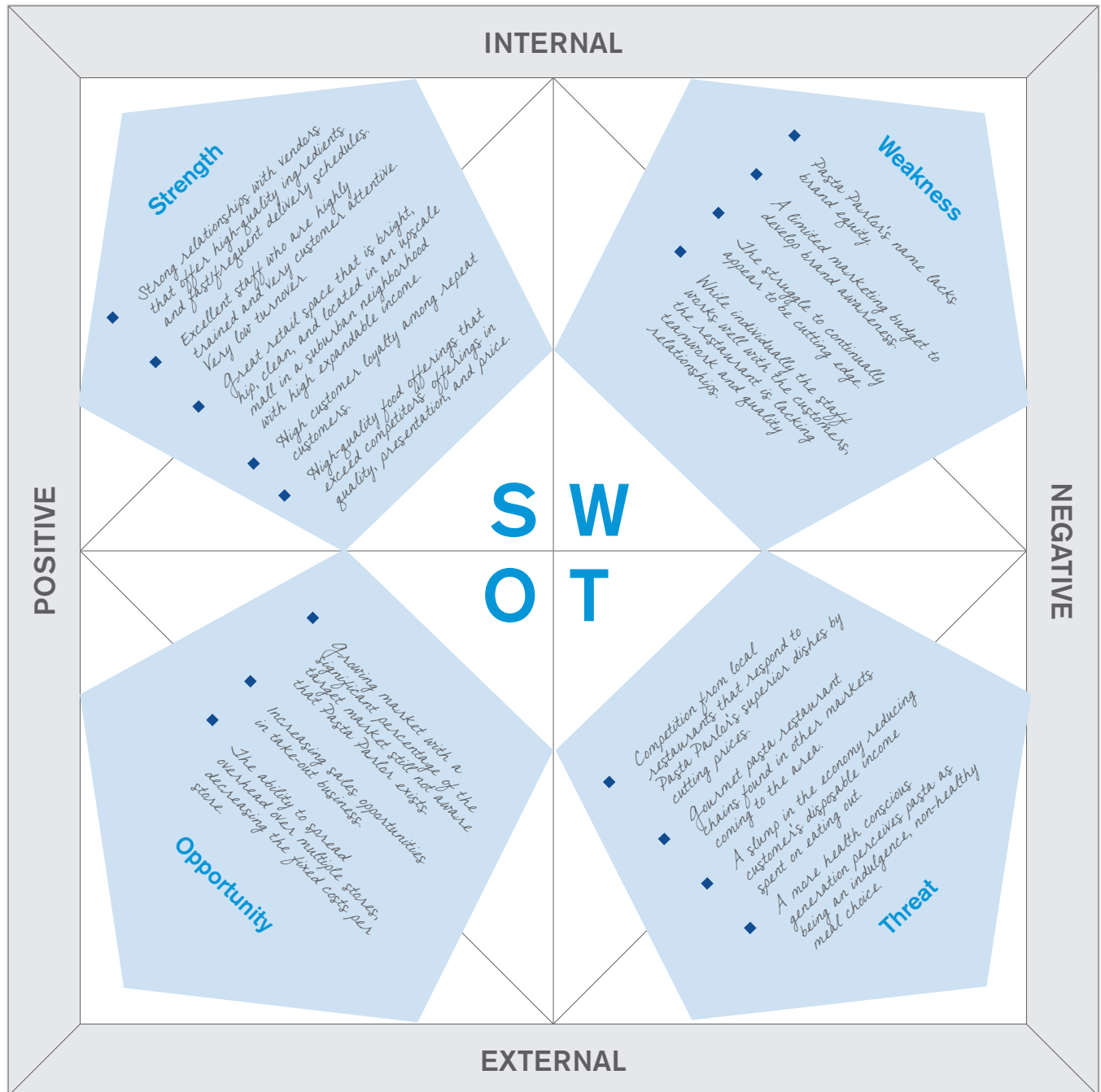
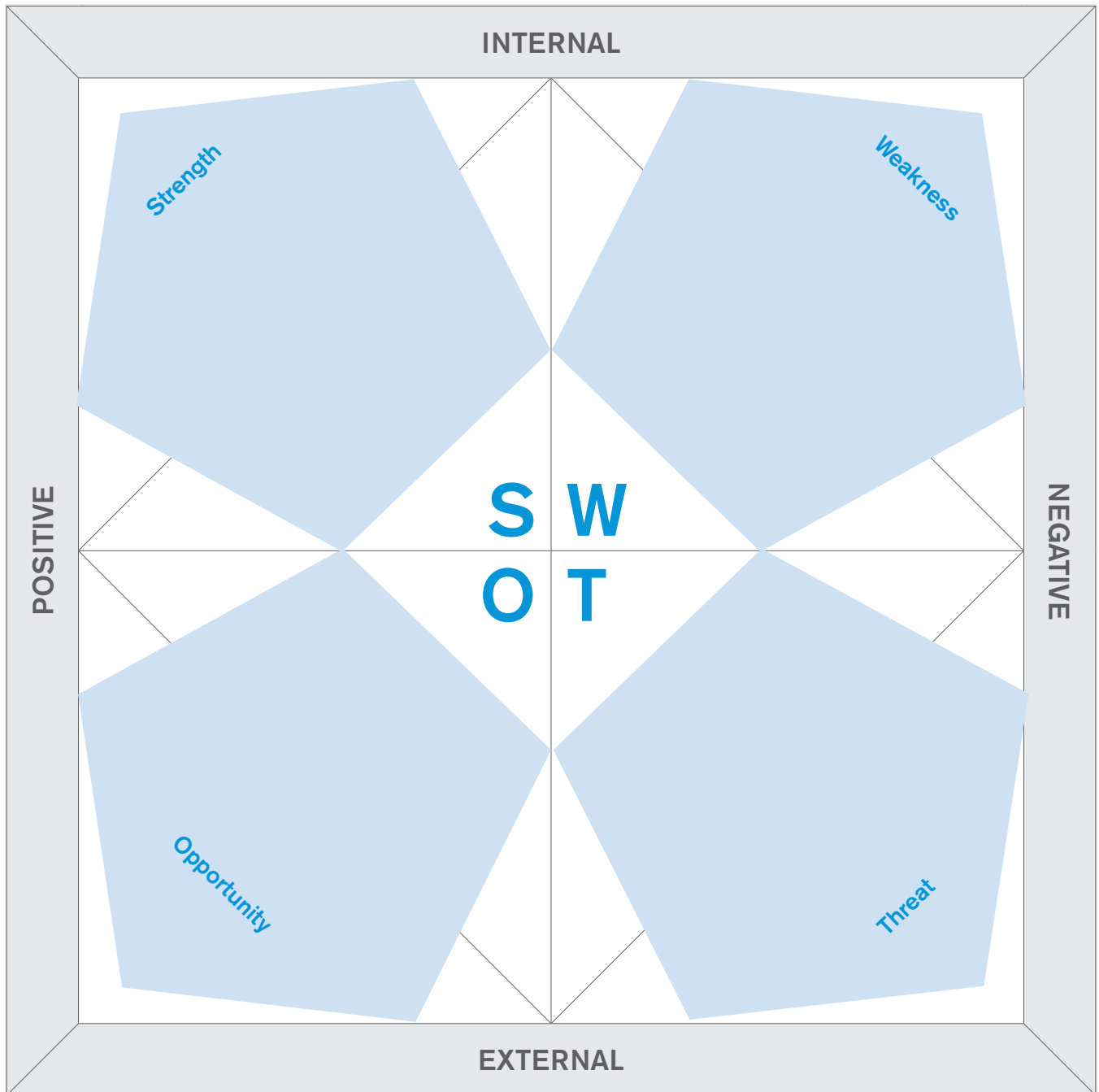


SWOT Analysis

Example: Pasta Parlor SWOT Analysis



Your SWOT Analysis



Strengths:

- What do you think are your strongest business assets?
- What are your biggest successes over the past year? Quarter? Month? Week?
- What do your customers see as your business' strengths?
- How specifically does technology play a role in your business' strengths?
- What is your business' competitive advantage?

Weaknesses:

- What can be improved?
- What should you avoid?
- What weaknesses do your customers perceive of your business?
- What is your current strategy of addressing or rectifying weaknesses you face today?
- What is draining success out of your business?
- In what areas do your competitors have an edge over you?

Opportunities:

- What trends are you aware of (technology trends, customer trends, industry trends, etc.)
- What external changes might present interesting opportunities?
- How will you link your strategy to these opportunities facing your business today?
- How will you support change through leveraging resources, capital, etc.?
- Are there any strengths or weaknesses that can be turned into an opportunity for your business?

Threats:

- What obstacles does your business face today?
- What is your competition doing that you are not?
- Are there any overpowering weaknesses in your business that can be turned into opportunities?
- What technology threats most impede your business today?
- Can you sustain the current capabilities?
- How do economic factors affect your bottom line?