SWOT Analysis Worksheet

Fill out the fields below and review with a mentor. This information can help you outline goals and strategies for your business and marketing efforts.

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|  | **Strengths** | **Weaknesses** | | **Opportunities** | | **Threats** | |
| **Product/ Service Offering** |  |  | |  | |  | |
| **Brand/ Marketing** |  |  | |  | |  | |
| **Staff/ HR** |  |  | |  | |  | |
| **Finance** |  |  | |  | |  | |
| **Operations/ Management** |  |  | |  | |  | |
| **Market** |  |  | |  | |  | |
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| **Can any of your strengths help with improving your weaknesses or combating your threats? If so, please describe how below.** | | | | | | | | |
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| **Based on the information above, what are your immediate goals/next steps?** | | | | | | | | |
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| **Based on the information above, what are your long-term goals/next steps?** | | | | | | | | |
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