**SWOT Analysis**

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| **Strengths**  Use these prompts to complete this section:   1. What are the recognized strengths of your identified area? 2. What does your identified area do better than other companies? 3. What unique capabilities or resources does you identified area possess? 4. What do other companies consider to be your strength? | **Weaknesses**  Use these prompts to complete this section:   1. What are the recognized weaknesses of your identified area? 2. What do competitors do better than your identified area? 3. What areas can be improved at your current position? 4. What do other companies consider to be your weakness? |
| **Opportunities**  Use these prompts to complete this section:   1. What trends or conditions impact the company in a positive way? 2. What opportunities exist for the identified area? | **Threats**  Use these prompts to complete this section:   1. What trends or conditions impact the identified area in a negative way? 2. What is the competition doing that may have an impact on your identified area? 3. Does your identified area have solid financial support? 4. What impact does your weakness have on the threats your identified area faces? |