Organisation name

SWOT Analysis

Date

SWOT Overview

Enterprise planning involves taking a look at the environment in which you operate as well as looking inside the organisation to see what's working well and what needs to be improved. The SWOT analysis is a common tool for helping you articulate and structure this type of analysis. It can be a useful piece of analysis to inform the areas that you will need to highlight and / or address through your business plan.

The SWOT framework allows you to evaluate, anticipate and plan internal and external factors that affect your organisation. SWOT analysis groups these factors into Strengths (S), Weaknesses (W), Opportunities (O) and Threats (T).

Try to work out a solid approach to developing your SWOT analysis and for using it afterwards. Here's one suggested approach:

- Start by defining the situation, organisation or person that you are aiming to develop the SWOT analysis for. During start-up, the focus is probably on your project / enterprise. However, later down the line you might need to do a SWOT for other reasons, for example to evaluate a particular part of your business, or the opportunity for entering a new market.
- Select a 'SWOT team' that comprises you and key staff or other stakeholders who would be important to consult for this analysis. Meet for an hour or two and use the 2x2 template overleaf to identify the major internal pros and cons of the project (strengths, weaknesses) and of the external environment (opportunities, threats).
- Once you've completed the SWOT and followed-up any necessary areas of research / analysis, work out how you will use the findings. If you are incorporating into a business plan, for example:
    o Opportunities are likely to drive your market and customer analysis and routes to market
    o Threats will need to be addressed in your risk management strategy
    o Strengths will be important to highlight as evidence of your ability to deliver the business plan
    o Weaknesses are likely to need to be addressed as part of how you will develop the organisation (e.g. bringing in skills through recruitment, finding partners, etc.).

SWOT Template

Internal	**External**
Strengths: • • • • • • • • •	*Opportunities*: • • • • • • • • •
Weaknesses: • • • • • • • •	*Threats*: • • • • • • • •