

**SWOT FOR** \_\_\_\_\_

As you work through each category, don't be too concerned about elaborating at first. Just capture the factors you believe are relevant in each of the four areas. Once you are finished, reorder the items in each category from highest priority to lowest.

<p><b>STRENGTHS</b> The positive attributes, tangible and intangible, of your business. These are within your control.</p>	<p><b>WEAKNESSES</b> Aspects of your business that detract from the value you offer or place you at a competitive disadvantage.</p>
<p><b>OPPORTUNITIES</b> External attractive factors that represent reasons for your business to exist and prosper.</p>	<p><b>THREATS</b> External factors beyond your control that could put your business at risk.</p>