

SWOT ANALYSIS

Strengths

Weaknesses

Opportunities

Threats

Strengths

What works well in your business, and what helps you stand out from the competition.

Opportunities

What targets do you hope to reach, and what problems do you hope to solve?

Weaknesses

The things that you maybe don't do quite so well, and the constraints that your business faces.

Threats

The external obstacles that might prevent you from meeting your goals.