

**SWOT Analysis** on \_\_\_\_\_ (organization name or product/ service/ project)

Company/ organization Background/ situation \_\_\_\_\_

(usual business partners, relationships, channels to market, assumptions etc...)

Date **PESTLE** completed \_\_\_\_\_

Date of SWOT Analysis \_\_\_\_\_

**INTERNAL**

Under each of the PRIMO-F factors list the relevant strengths and weaknesses.

List the Opportunities and threats from your PESTLE analysis below.

Then considering the combination of these factors generate some options or alternative strategies for action.

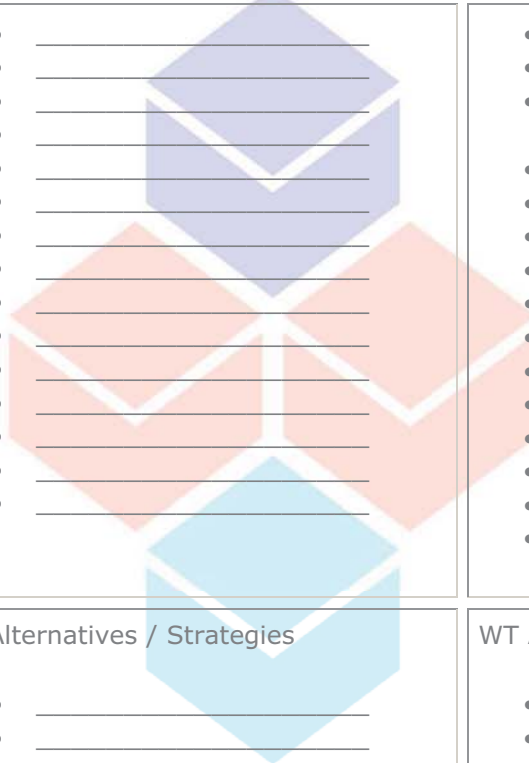
**Strengths** (**PRIMO-F**)

- People
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Resources
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Innovation & Ideas
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_

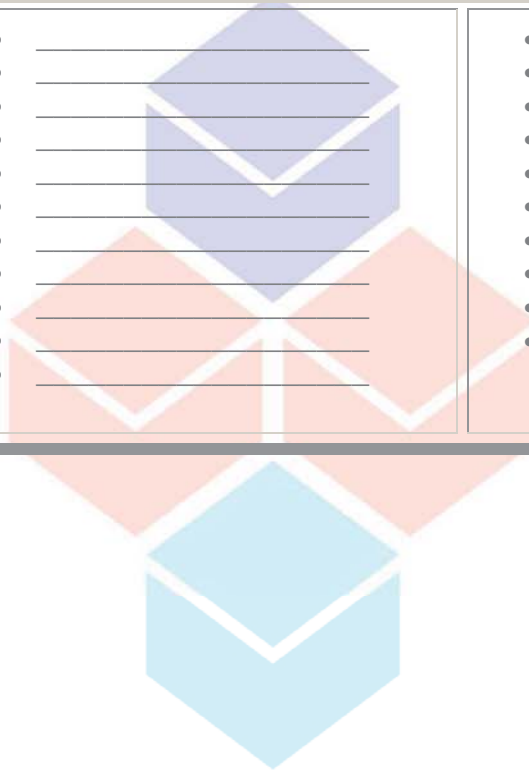
**Weaknesses** (**PRIMO-F**)

- People
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Resources
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Innovation & Ideas
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_

		<ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• Marketing _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• Operations _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• Finance _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>	<ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• Marketing _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• Operations _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• Finance _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>
<b>E X T E R N A L</b>	<b>Opportunities</b> <ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>	<b>SO Alternatives / Strategies</b> <ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>	<b>WO Alternatives / Strategies</b> <ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>

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<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>	<p>ST Alternatives / Strategies</p> <ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>	<p>WT Alternatives / Strategies</p> <ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>

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## Template / Worksheet 2

	<b>SWOT Analysis</b> on _____ (organization name or product/ service/ project) Company/ organization Background/ situation _____ (usual business partners, relationships, channels to market, assumptions etc...) Date <b>PESTLE</b> completed _____ Date of SWOT Analysis _____		
	Under each of the <b>PRIMO-F</b> factors list the relevant strengths and weaknesses.  List the Opportunities and Threats from your PESTLE analysis below. Then considering the combination of these factors generate some options or alternative strategies for action.	<b>INTERNAL</b>  <b>Strengths</b>  • • •	
E X T E R N A L	<b>Opportunities</b>  • •	SO Alternatives / Strategies  • • •	WO Alternatives / Strategies  • • •
	<b>Threats</b>  • •	ST Alternatives / Strategies  • • •	WT Alternatives / Strategies  • • •

## Template / Worksheet 3

SWOT analysis - Strengths, Weaknesses, Opportunities and threats			
Date			
Company/ Department name			
<b>Internal Factors</b>			
<b>Our Strengths</b>  • • • •  • • •	Ways to exploit	<b>Our Weaknesses</b>  • • • • • • •	Ways to reduce

## External factors

### Our Opportunities

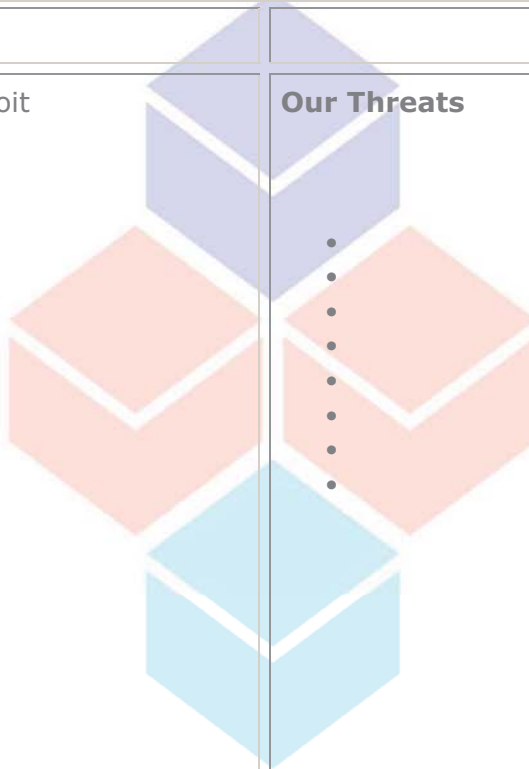
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Ways to exploit

### Our Threats

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Ways to reduce



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## Template / Worksheet 4 - SWOT Analysis Matrix

Below is an analysis matrix that may help you to assess your competitors' competencies against those of your company, with respect to critical success factors. These become your Strengths and weaknesses:

The list of activities provided is a general guide covering the main areas of an organization, and should serve as a checklist only.

You may substitute the specific Critical Success Factors and ranking from your previous analysis to provide a more accurate evaluation.

Analysis matrix to assess your competitors' competencies against those of your company.

	Your performance rating against your competition				
	Much Worse	Worse	Equal	Better	Much Better
<b>People and Organization</b>					
Visionary capable leadership					
Dedicated employees					
Entrepreneurial orientation					
Flexible/responsive					
<b>Resources</b>					



<b>Innovation</b>					
<b>Marketing</b>					
Company reputation					
Market share					
Quality reputation					
Service reputation					
Manufacturing costs					
Distribution costs					
Promotion effectiveness					
Sales force effectiveness					
R&D and innovation					
Geographical coverage					

<b>Operations</b>					
Economies of scale					
Capacity					
Able, dedicated workforce					
Ability to deliver on time					
Technical manufacturing skill					
<b>Finance</b>					
Financial stability					
Facilities					
Cost/availability of capital					
Profitability					