

## SWOT Analysis

on \_\_\_\_\_ (organisation name or product/ service/ project)

### Company/ Organisation Background/ situation

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

Date of SWOT Analysis \_\_\_\_ / \_\_\_\_ / 20\_\_

<b>Internal Factors</b>	<p>Under each of the PRIMO-F factors list the relevant Strengths and Weaknesses.</p> <p>List the Opportunities and Threats from your PESTLE analysis below.</p> <p>Next consider the combination of these factors, generate some options or alternative strategies for action.</p>	<b>Strengths</b> <ul style="list-style-type: none"><li>• People<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul></li><li>• Resources<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul></li><li>• Innovation &amp; Ideas<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul></li><li>• Marketing<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul></li><li>• Operations</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• People<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul></li><li>• Resources<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul></li><li>• Innovation &amp; Ideas<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul></li><li>• Marketing<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul></li><li>• Operations</li></ul>
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		<ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li>   <li>• Finance</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>	<ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li>   <li>• Finance</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>
<p><b>External Factors</b></p>		<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Political</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li>   <li>• Economic</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li>   <li>• Sociologically</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li>   <li>• Technologically</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li>   <li>• Legal</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Political</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li>   <li>• Economic</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li>   <li>• Sociologically</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li>   <li>• Technologically</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li>   <li>• Legal</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>

		<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• Environmental</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul>	<ul style="list-style-type: none"><li>• _____</li><li>• Environmental</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul>