

S.W.O.T Analysis



LIH CONSULTING
CORPORATE STRATEGY & OPERATIONS MANAGEMENT

STRENGTHS | WEAKNESSES | OPPORTUNITIES | THREATS

A SWOT Analysis is a way to vet and test your business concepts and ideas. The great thing about a S.W.O.T Analyses is that it can be used on both smaller and larger projects. In each area lists the respective aspects about your business. In the "strengths" area list your goals' strengths. In the "weakness" area list the weaknesses that are present. In the "opportunities" area include all opportunities that are present and in the "threats" area list any potential threats. After you have complete that go through the create solutions for your weaknesses and threats while also developing ideas to highlight and maximize your strengths and opportunities.

Strengths

Weaknesses

Opportunities

Threats