

# Strengths, Weaknesses, Opportunities and Threats (SWOT)

The SWOT Analysis is an evaluation of your company's internal and external environments. It's a strategic planning technique to identify strengths, weaknesses, opportunities, and threats related to business competition.

<p>What do you do better than others? What unique capabilities and resources do you possess? What do others perceive as your strengths?</p> <p><b>Examples of Strengths:</b></p> <ul style="list-style-type: none"> <li>• Current Performance</li> <li>• Brand Power</li> <li>• Relationships</li> <li>• Cost</li> <li>• Schedule</li> <li>• Product/Service Portfolio</li> <li>• Technical Mastery</li> <li>• Innovation/Value Add</li> <li>• Qualifications (People and Projects)</li> <li>• Location</li> <li>• Market Strengths</li> </ul>	<p><b>STRENGTHS</b> Strengths are things internal to your company that you do well, things that make you a strong candidate for the opportunity.</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>	<p><b>WEAKNESSES</b> Weaknesses are also internal factors within your control - think vulnerabilities. Where can you improve? Where can you grow? These might be obstacles, blockers, relationships, reputations, etc. that obstruct our ability to meet our goals of winning the opportunity.</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>	<p>What do our competitors do better? What do others perceive as your weaknesses? What can you improve given your current situation?</p> <p><b>Examples of Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Current Performance</li> <li>• Brand Power</li> <li>• Relationships</li> <li>• Cost</li> <li>• Schedule</li> <li>• Product/Service Portfolio</li> <li>• Technical Mastery</li> <li>• Innovation/Value Add</li> <li>• Qualifications (People and Projects)</li> <li>• Location</li> <li>• Market Strengths</li> </ul>
<p>What trends or conditions may positively impact your company? What opportunities are available to you?</p> <p><b>Examples of Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Pricing constraints (exchange rate)</li> <li>• Competitors</li> <li>• Suppliers</li> <li>• Subcontractor performance</li> <li>• Customer funding</li> <li>• Environmental factors (political, socio-economic)</li> <li>• Industry trends</li> <li>• Technology shifts</li> <li>• Changing expectations</li> </ul>	<p><b>OPPORTUNITIES</b> Opportunities are external factors that should (or could) be leveraged to improve your current position. These would exist even if your company did not. Look at areas of growth and addressable market opportunities. Opportunities are areas where you can deploy and capitalize on your strengths and capabilities.</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>	<p><b>THREATS</b> Threats are external factors to your company. These are beyond your control but are good to be aware of because of the potential risk. Threats can come from existing or new competitors, nontraditional competitors, client changes and changing expectations, technology shifts, market conditions, funding changes, new and better business models, and more. Threat assessments should surface issues of possible risk and include a broad look at changes outside of your company.</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>	<p>What trends or conditions may negatively impact your company? What are your competitors doing that may impact you? Do you have solid financial support? What impact do your weaknesses have on your threats?</p> <p><b>Examples of Threats:</b></p> <ul style="list-style-type: none"> <li>• Pricing constraints (exchange rate)</li> <li>• Competitors</li> <li>• Suppliers</li> <li>• Subcontractor performance</li> <li>• Customer funding</li> <li>• Environmental factors (political, socio-economic)</li> <li>• Legislation</li> <li>• Industry trends</li> <li>• Technology shifts - Changes</li> <li>• Changing expectations</li> <li>• Natural Disasters</li> </ul>