[Project Title]

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| Strengths | Weaknesses |
| * What do we do well that gives us an advantage?
* What do our customers love about us?
* What unique resources, skills, or assets do we possess?
* What is our greatest area of efficiency?
 | * Where are we vulnerable?
* Where do we lack efficiency?
* What are our customers’ primary complaints that we need to address to be better?
* What do our competitors do better?
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| Opportunities | Threats |
| * What market trends or emerging technologies can we leverage?
* What partnerships can we create to help us grow?
* What is missing in our market that we could offer?
 | * What are our obstacles?
* What competition, regulatory changes, or economic factors should we be wary of?
* What technologies could replace our products or services?
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| Key Takeaways |
| * What are our main takeaways from this analysis?
* What are our action items?
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