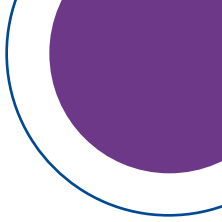


# SWOT Analysis Worksheet

The **SWOT analysis** is an acronym for strengths, weaknesses, opportunities and threats — and is a structured planning method that evaluates those four elements of a project or business venture. A SWOT analysis can be carried out for a company, product, place, industry or person. The SWOT is often the first step in building a comprehensive strategic plan for your firm. By identifying your strengths, weaknesses, opportunities and threats you can develop a plan which helps you mitigate your business challenges and build on your potential.

- **STRENGTHS** – Characteristics of your firm that give it an advantage over others. Please be specific. For instance “great service” may be a strength, but you need to be able to identify the feature of great service that your firm provides which aren’t provided by your competitors. **(Internal characteristic)**
- **WEAKNESSES** – Characteristics of your firm that place it at a disadvantage relative to others. For instance, small facility in an area where client families typically host large funerals or a long trip from funeral home to cemetery in an area otherwise served by combos. **(Internal characteristic)**
- **OPPORTUNITIES** – Elements in business environment that your firm could exploit to your advantage. Growth in a population or demographic segment in which your firm has expertise, or the ability to grow expertise, in serving. **(External characteristic)**
- **THREATS** – Element in the environment that could cause trouble for your firm. For instance, declining senior population in an area already over-served by multiple funeral homes. **(External characteristic)**

**USE THE TABLE ON THE FOLLOWING PAGE TO DO A SWOT ANALYSIS ON YOUR FIRM.**



<h2>Strengths</h2> <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><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>	<h2>Weaknesses</h2> <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><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>
<h2>Opportunities</h2> <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><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>	<h2>Threats</h2> <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><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>