### S.W.O.T. analysis Template

*List each of your businesses strengths, weaknesses, opportunities or threats in the table below remember that some strengths may also be weaknesses and some opportunities may also be threats.*

| Strengths | Weaknesses |
| --- | --- |
| *eg. Cutting edge technology* | *eg. One dominant customer* |
| Opportunities | Threats |
| *eg. New overseas market* | *eg. Larger competitor reducing prices* |