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 |  |
| --- | --- | --- | --- |
| Examples:Advantages of propositionSomeone speaks another languageExcess manufacturing capacityResources, assets, people, experience, knowledge Financial strengthMarketing reach, distribution, awarenessInnovative opportunityLocation and geographical reachPrice, value, qualityProcesses, systems, ITCommunications |  |  | Examples:Lack of export experienceGaps in capabilitiesLack of competitive strengthReputation, presence and reachFinancial weaknessesTimescales, deadlines and pressuresEffect on core activitiesReliability of data, planning, predictabilityMorale, commitment, leadership Lack of accreditations or certifications |
|  | Opportunities | Threats |  |
| Examples:Market developmentsCompetitors active in the marketLifestyle trendsTechnology developmentsKey contacts in other marketsAbility to adapt to market demandsNew USP’sExisting partnerships that can extend overseasMarketing opportunities |  |  | Examples:Political instabilityLegislative changesEnvironmental impactsCompetitor intentionsMarket demandNew technologies, services, ideasLoss of key staffFinancial or exchange rate instability Economy – home, abroadSeasonality |

An example of a completed Export SWOT might look like this:

|  |  |
| --- | --- |
| **Strengths:*** Have 2 foreign language speakers in the business
* Can gear up manufacturing to supply additional products
* Have a good website & online presence that can be developed
* Have clear understanding of our USP & who will buy our service
 | **Weaknesses:*** Moving product abroad is expensive
* Lack of knowledge of the exporting process
* Limited time to get exports underway
* New company with little market presence
* Tight financial controls in existing business
 |
| **Opportunities:*** Competitors are there which suggest a potential market
* Big growth in identified markets
* Have some key contacts in identified markets
* Can reach overseas market with a little online development
* Keen and excited to be working internationally
 | **Threats:*** Political instability in UK & EU
* Lack of follow up financial investment
* Experienced competitors in new markets
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