

SWOT situational analysis template

Internal observations

List the strengths of and challenges to your business. Show evidence that they are real (rather than assumptions). Highlight the actions you'll take in response.

Strengths	Evidence?	Response
Challenges / Weaknesses	Evidence?	Response

External observations

List the opportunities and threats that come from outside your business. Show evidence that they are real (rather than assumptions). Highlight the actions you'll take in response.

Opportunities	Evidence?	Response
Threats	Evidence?	Response