While all SWOT analysis templates comprise the same basic elements, i.e., Strengths, Weaknesses, Opportunities and Threats, the information you slot under each heading can make or break your planned product or solution launch.

Step1: Establish your objective by defining the aim of the SWOT analysis.

Step 2: Complete the SWOT analysis template.

	Positive Factors	**Negative Factors**
Internal Factors	**STRENGTHS** The aim is to identify the following: • What are your strengths? • What do you do better than others? • What unique capabilities and resources do you possess? • What do others perceive as your strengths? You can outline the advantages of the proposition by considering some, if not all, of the following: • Capabilities • Product and service offerings • Competitive advantages • Unique selling points • Resources and assets • Experience, knowledge, data • Financial reserves, likely returns • Policies and goals, and the strategies that are in place to achieve them • Marketing - reach, distribution, awareness • Innovative aspects • Location and geographical considerations • Price, value, quality • Accreditations, qualifications, certifications • Processes, systems, IT, communications • Cultural, attitudinal, behavioral • Management cover, succession • Philosophy and values	**WEAKNESSES** The aim is to identify the following: • What are your weaknesses? • What does your competition do better than you? • What can you improve given the current situation? • What do others perceive as your weaknesses? Here you examine the possible disadvantages of the proposition by looking at: • Gaps in capabilities • Lack of competitive strength • Reputation, presence and reach • Financials • Own known vulnerabilities • Timescales, deadlines and pressures • Cash flow, start-up cash-drain • Continuity, supply chain robustness • Effects on core activities, distraction • Reliability of data, plan predictability • Morale, commitment, leadership • Accreditations • Processes and systems • Management cover, succession

	Positive Factors	Negative Factors
External Factors	**OPPORTUNITIES** The aim is to identify the following: • What trends or conditions may positively impact you? • What opportunities are available to you? This is where you list the opportunities for your proposition in a variety of areas: • Market developments • Competitors' vulnerabilities • Industry or lifestyle trends • Technology development and innovation • Global influences • New markets, both vertical, horizontal • Niche target markets • Geographical, export, import • New USPs • Tactics • Business and product development • Information and research • Partnerships, agencies, distribution • Volumes, production, economies • Seasonal, weather, fashion influences	**THREATS** The aim is to identify the following: • What trends or conditions may negatively impact you? • What are your competitors doing that may impact you? • Do you have solid financial support? Here you consider threats to your proposition in terms of: Political impact Legislative effects Environmental effects IT development Competitors Market demand New technologies, services, ideas Vital contracts and partners Sustaining internal capabilities Obstacles faced Insurmountable weaknesses Loss of key staff Sustainable financial backing Economy, both local and international Seasonality