SWOT Analysis

SWOT analysis for business planning and project management. Entrepreneurs should evaluate Strengths, Weaknesses, Opportunities and Threats when considering a venture.

Strengths

- [ ] Capabilities
- [ ] Competitive advantages
- [ ] Resources, assets and people
- [ ] Experience, knowledge and data
- [ ] Financial, reverse, returns
- [ ] Marketing, reach
- [ ] Innovative aspects
- [ ] Location, geographical
- [ ] Price, value and quality
- [ ] Processes, systems,it,
- [ ] Communications
- [ ] Advantages of proposition

Opportunities

- [ ] Market developments
- [ ] Industry of life style trends

- [ ] Innovation and technology developments
- [ ] Global influences
- [ ] Market dimensions, horizontal, vertical
- [ ] Target markets
- [ ] Geographical import, export
- [ ] Major contracts, tactics and surprises
- [ ] Business/product development

Weaknesses

- [ ] Lack of capabilities
- [ ] Gap in competitive strengths
- [ ] Reputation, presence and reach
- [ ] Timescales, deadlines and pressures
- [ ] Financials
- [ ] Cash flow, cash drain
- [ ] Continuity, supply chain
- [ ] Effects on core activities
- [ ] Reliability Of data, plan and project
- [ ] Management cover & succession

Threats

- [ ] Political and economical effects
- [ ] legislative effects
- [ ] Environmental effects
- [ ] Competitive intentions
- [ ] Market demand
- [ ] Innovation in technologies, services and ideas
- [ ] New contracts and partners
- [ ] Loss of resources
- [ ] Obstacles to be faced
- [ ] Poor management strategies
- [ ] Economic condition home, abroad