

Strengths

What makes people buy from us?
 What makes people recommend us?
 What skills do we have and what are we especially good at?
 What can we do that nobody else can?
 What successes have we had recently, and why?

Weaknesses

What skills do we lack and what aren't we good at?
 What do others do better than us?
 What failures have we had recently, and why?
 Why do people chose our competitors instead of us?
 Why do previously happy customers leave us?

Opportunities

What new products/services could we offer?
 What new skills and capabilities could we acquire?
 How could we become unique?
 What new types of customers/markets/needs could we serve?
 What changes in the market could we exploit?
 What new ideas, techniques & technology could we use?

Threats

What new ideas, techniques & technology could undermine us?
 What are our competitors doing that could damage us?
 Are there any legal, economic or political threats to us?
 Are our customers' needs changing?
 What other changes in the market could damage us?
 Are there any other black clouds on the horizon?

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