



SME SWOT analysis template

A SWOT analysis is an important step in your strategic process as it provides you with the necessary insights to evaluate and create the roadmap for your project or start-up. Identifying weaknesses and threats can help you plan for any potential challenges, and identifying strengths and opportunities can show you where there is potential for growth.

Below is an example of some of the questions you need to ask when conducting a SWOT analysis:

Strengths:

- What gives you the edge over your competitors?
- What assets do you have in your team, and which is the strongest?
- How secure is your customer base?
- What do others see as your strengths?

Weaknesses:

- In what areas does your competitor have an advantage over you?
- What resources or expertise do you lack?
- What hinders your production process?
- Do you have enough funding budget?

Opportunities:

- How is the sector changing, and how can you take advantage of this change?



- Are there upcoming events that the company can participate in to grow your customer base or presence?
- Are there any businesses that you could form a strategic partnership with?
- In what way can you turn your strengths and weaknesses into opportunities?

Threats:

- Who are your current and emerging competitors?
- Are there any sector trends (e.g. technological advancements) that could be a potential threat to you?
- If you have suppliers, are they capable of supplying the materials you need at a given period and price?
- Is your business prepared for unforeseen situations such as a global pandemic or financial instability?



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Strengths:	Weaknesses:
Opportunities:	Threats:



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