

Warm up ABS™ (Advisory Business Solutions) Exercise worksheet #2

SWOT Analysis

Name _____

Company _____

The purpose of a SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) is to identify those aspects of a business or process that add value, need attention, highlights market conditions and indicates necessary actions to be taken to meet specific objectives.

Strengths

What areas does your business excel in? What assets can be leveraged to build a stronger business core?

- *(example) Customer Service – we make the customer experience seamless.*

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Weaknesses

What areas are deficient in your operation? What employees, assets, processes are weakening your business core?

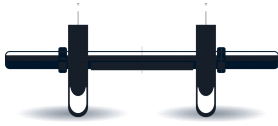
- *(example) Collections/Receivables – we find it hard to get paid on time*

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SWOT Analysis (continued)

Name _____

Company _____

Opportunities

What business development opportunities are there to grow the company? Are there new technologies, products or markets that could generate additional revenue and profits?

- *(example) I get a lot of clients through my website. I haven't even started to use Social media yet*

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Threats

What are the threats to your business? Competitors, regulations, technology, employees?

- *(example) I have two competitors that are advertising heavily on Prime Time television*

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