

A SWOT ANALYSIS

- 1

Print the following pages, one each for customer, context and project (or company).
- 2

On each page list observations about your project (or brand) from each perspective on the basis of each question at the top of the pages.
- 3

Use the SWOT analysis grid to classify each observation from step two into the grid boxes.
- 4

Look at the SWOT analysis as a whole and decide if your project (or brand) is well positioned in a volatile market—and if not, what needs to change.

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

A. Strengths

Inherent or internal factors that can help your project (or brand) adapt to changes.

B. Weaknesses

Inherent or internal factors that hinder your project (or brand's) adaptability.

C. Opportunities

Independent or external factors that can help your project (or brand) adapt.

D. Threats

Independent or external factors that jeopardize your project (or brand's) adaptability.

CUSTOMER

WHAT ARE CUSTOMERS’ OPINIONS ABOUT YOUR BRAND, WHAT YOU OFFER AND
HOW YOU SERVE THEM VS. YOUR COMPETITORS?

CONTEXT

HOW ARE KEY TRENDS IN YOUR CATEGORY, SUCH AS TECHNOLOGY DEVELOPMENTS AND MACRO FACTORS SUCH AS THE ECONOMY, IMPACTING YOUR BRAND PERFORMANCE?

COMPANY

HOW WELL ARE YOU LEVERAGING YOUR CAPABILITIES, ASSETS AND RESOURCES
TO DIFFERENTIATE AND PROMOTE YOUR BRAND?