Illawarra Small Business Assistance

HELPFUL HINT – COMPLETING A SWOT ANALYSIS

SWOT Analysis	**1. List your internal strengths**	**2. List your internal weaknesses** . . . .
3. List your external Opportunities	**5 Strategies** Suggest strategies that use your strengths to take advantage of opportunities	**7 Strategies** Suggest strategies that take advantage of opportunities by overcoming weaknesses . . . .
4. List your external Threats	**6 Strategies** Suggest strategies that use your strengths to avoid threats	**8 Strategies** Suggest strategies that minimize weaknesses and avoid threats . . . .

Notes: 1st step: complete Strengths, Weakness, Opportunities and Threats
2nd step: link strengths with opportunities to develop strategies at 5
3rd step: link strengths with threats to develop strategies at 6
4th step: link weaknesses with opportunities to develop strategies at 7
5th step: link weaknesses with threats to develop strategies at 8

Need More Help?
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