

EXAMPLE

DATE: _____

Identify your strengths, weaknesses, opportunities, and threats to develop a winning strategy.

<p>S</p> <p>STRENGTHS</p>	<p>W</p> <p>WEAKNESSES</p>	<p>O</p> <p>OPPORTUNITIES</p>	<p>T</p> <p>THREATS</p>
<p>We've been in business for 10 years</p>	<p>We don't look after our clients very well</p>	<p>The marketplace is big</p>	<p>We are not making enough profit and if nothing changes we will go bankrupt</p>
<p>We have a good reputation</p>	<p>We have poor cash flow</p>	<p>We could own a lot more business with our existing clients</p>	<p>Our competitors seem to be attacking some of our clients</p>
<p>We have loyal customers</p>	<p>We haven't updated our marketing comms or website for a long time</p>	<p>We have great talent within our workforce which is not fully utilised</p>	<p>A number of our team members are missing deadlines and targets</p>
<p>We do make a profit from our ideal clients</p>	<p>We don't do enough BD for new clients</p>	<p>We are probably overstaffed in some areas, could deploy labour better, with the potential to save money</p>	<p>Our main shareholding director is in poor health and is now not often at work</p>