

INTERNATIONAL TRADE SWOT ANALYSIS

Market/Entity: _____

Date: _____

Analyst: _____

Scope: _____

INTERNAL

STRENGTHS

- Competitive pricing/low production costs
- Proprietary technology or unique IP
- Established logistics and supply chain networks
- Strong brand recognition in target region
- _____

INTERNAL

WEAKNESSES

- Lack of local market cultural expertise
- Limited distribution channels in new territories
- High debt levels or capital constraints
- Dependence on a single supplier or port
- _____

EXTERNAL

OPPORTUNITIES

- New Free Trade Agreements (FTAs)
- Emerging middle-class demand in target market
- Favorable currency exchange shifts
- Competitor withdrawal from the region
- _____

EXTERNAL

THREATS

- Rising tariffs and protectionist policies

- Geopolitical instability or trade wars
- Stringent environmental or labor regulations
- Fluctuating global shipping costs
- _____

Strategic Trade Matrix Template • For Professional Assessment Only