

SWOT ANALYSIS MATRIX

Strategic Planning Template

Company: _____

Date: _____

Strengths

- Primary competitive advantages
- Unique resources or assets
- Strong brand recognition/reputation
- Proprietary technology or patents
- Highly skilled workforce

Weaknesses

- Areas needing improvement
- Resource limitations or gaps
- Supply chain vulnerabilities
- Lack of market presence in key areas
- Internal process inefficiencies

Opportunities

- Emerging market trends
- Competitor vulnerabilities
- New technological advancements
- Regulatory changes favoring the industry
- Potential partnerships or acquisitions

Threats

- New market entrants/competitors
- Changing consumer preferences
- Economic downturn risks
- Rising costs of raw materials
- Evolving legal or tax regulations

Strategic Conclusions & Key Takeaways