

SMALL BUSINESS GROWTH SWOT ANALYSIS

Business Name: _____
Date: _____

STRENGTHS

Internal advantages (e.g., Brand, Assets, IP)

WEAKNESSES

Internal limitations (e.g., Gaps, Resource limits)

OPPORTUNITIES

External factors to exploit (e.g., Markets, Tech)

THREATS

External risks (e.g., Competition, Economy)
Strategic Growth Planning Tool â€¢ Confidential