

## Internal

- ◆ What do you do better than others
- ◆ Your unique capabilities and resources
- ◆ What do others perceive as your strengths
- ◆ Your Unique Selling Position
- ◆ Things that set you apart
- ◆ Your skills
- ◆ Your experience
- ◆ Financial stability
- ◆ Knowledge across multiple areas

**+**  
**Strengths**

**-**  
**Weaknesses**

- ◆ What do your competitors do better than you
- ◆ What do you perceive as your weaknesses
- ◆ Things you should improve or avoid
- ◆ Gaps in skills and/or experience
- ◆ Financial instability
- ◆ Reputation
- ◆ Lack of competitive strength
- ◆ What do others perceive as your weaknesses

## External

- ◆ Market developments
- ◆ Competitors' vulnerabilities
- ◆ New markets
- ◆ Contacts and partnerships
- ◆ Technology and Innovation
- ◆ Niche target markets
- ◆ Business and product development
- ◆ Ability to see new opportunities
- ◆ Industry connections

**+**  
**Opportunities**

**-**  
**Threats**

- ◆ Competitors' future plans
- ◆ Market demand
- ◆ Insurmountable weaknesses
- ◆ Impact of your weaknesses on your business
- ◆ Political threats
- ◆ Environmental threats
- ◆ Availability of key staff
- ◆ New technologies
- ◆ Seasonality of your concept
- ◆ Vital contacts
- ◆ Volatile finances