

● ● ● Create a SWOT for Your Idea



A SWOT analysis can help you identify the potential of a product or service in the market and develop strategies to overcome any potential obstacles or limitations.

First, identify the product or service:

Using the worksheets below, identify the **Strengths**, **Weaknesses**, **Threats** and **Opportunities** as it relates to your product or service.

Identify the **Strengths** of the product or service, such as its unique features, quality or price.

Identify any **Weaknesses** or limitations of the product or service, such as design flaws, production issues or limited market appeal.

Identify potential **Opportunities** for the product or service in the market, such as new target markets, trends or customer needs.

Identify potential **Threats** to the product or service, such as competition, changing market conditions or regulations.

