

SWOT Analysis

on _____ (organisation name or product/ service/ project)

Company/ Organisation Background/ situation

(usual business partners, relationships, channels to market, assumptions etc...)

Date of SWOT Analysis ____/____/20__

Internal Factors	<p>Under each of the PRIMO-F factors list the relevant Strengths and Weaknesses.</p> <p>List the Opportunities and Threats from your PESTLE analysis below.</p> <p>Next consider the combination of these factors, generate some options or alternative strategies for action.</p>	Strengths <ul style="list-style-type: none">• People<ul style="list-style-type: none">• _____• _____• _____• _____• Resources<ul style="list-style-type: none">• _____• _____• _____• _____• _____• Innovation & Ideas<ul style="list-style-type: none">• _____• _____• _____• _____• _____• Marketing<ul style="list-style-type: none">• _____• _____• _____• _____• _____• Operations	Weaknesses <ul style="list-style-type: none">• People<ul style="list-style-type: none">• _____• _____• _____• _____• Resources<ul style="list-style-type: none">• _____• _____• _____• _____• _____• Innovation & Ideas<ul style="list-style-type: none">• _____• _____• _____• _____• _____• Marketing<ul style="list-style-type: none">• _____• _____• _____• _____• _____• Operations
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		<ul style="list-style-type: none"> • _____ • _____ • _____ • _____ • _____ • Finance • _____ • _____ • _____ • _____ • _____ 	<ul style="list-style-type: none"> • _____ • _____ • _____ • _____ • _____ • Finance • _____ • _____ • _____ • _____ • _____
<p>External Factors</p>		<p>Opportunities</p> <ul style="list-style-type: none"> • Political • _____ • _____ • _____ • _____ • _____ • Economic • _____ • _____ • _____ • _____ • _____ • Sociologically • _____ • _____ • _____ • _____ • _____ • Technologically • _____ • _____ • _____ • _____ • _____ • Legal • _____ • _____ • _____ 	<p>Threats</p> <ul style="list-style-type: none"> • Political • _____ • _____ • _____ • _____ • Economic • _____ • _____ • _____ • _____ • Sociologically • _____ • _____ • _____ • _____ • Technologically • _____ • _____ • _____ • _____ • _____ • Legal • _____ • _____ • _____

		<ul style="list-style-type: none">• _____• _____• Environmental• _____• _____• _____• _____• _____	<ul style="list-style-type: none">• _____• Environmental• _____• _____• _____• _____• _____