

SWOT Template

|  |
| --- |
| **1. Consider the strengths of the subject of analysis by questioning its advantages or its perceived advantages.** |
|  |

|  |
| --- |
| **2. Consider the weaknesses of the subject of analysis by questioning how it could be improved, what experience or resources are lacking, and what the obstacles to its success are.** |
|  |

|  |
| --- |
| **3. Examine the opportunities presented by the subject of analysis by questioning the market conditions and required actions necessary for its success.** |
|  |

|  |
| --- |
| **4. Examine threats to the success of the subject of the analysis by questioning obstacles or future occurrences that may negatively impact it.** |
|  |

|  |  |
| --- | --- |
| **5. Drawing on the insights obtained in the previous steps, list potential responses that can be used to eliminate or mitigate the weaknesses or threats.** | |
| **Weakness/threat** | **Potential response** |
| Click or tap here to enter text. | Click or tap here to enter text. |
| Click or tap here to enter text. | Click or tap here to enter text. |
| Click or tap here to enter text. | Click or tap here to enter text. |

**SWOT Diagram**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| **Opportunities** | **Threats** |

# 

© RIKON 2018

For more information, please contact:

RIKON,

School of Business,

Waterford Institute of Technology,

Cork Road, Waterford, Ireland.

T: + 00 353 (0) 51 834032

E: info@RIKON.ie

W: www.RIKON.ie