

exploring your company SWOT

Maintaining a company's identity defining your long-term goals, adhering to its core values, vision and mission statements. It takes many short-term goals and milestones to keep you on the right path.

Understanding your company **SWOT** is a great way to start the process and define your Big Picture Vision.

What does **SWOT** stand for?

- Strengths
- Weaknesses
- Opportunities
- Threats

S&W are internal characteristics,
O&T are external factors.

STRENGTHS

- Advantage
- Capabilities
- Assets, people
- Experience
- Financial reserves
- Value proposition
- Price, value and quality

OPPORTUNITIES

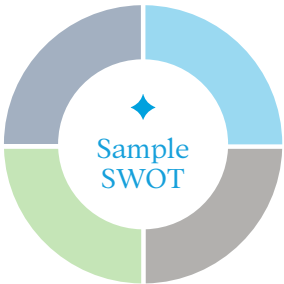
- Areas to improve
- New segments
- Industry trends
- New products
- New innovations
- Key partnerships

WEAKNESSES

- Disadvantage
- Gap in capabilities
- Cash flow
- Suppliers
- Experience
- Areas to improve
- Causes of lost sales

THREATS

- Economy movement
- Obstacles faced
- Competitor actions
- Political impacts
- Environmental effects
- Loss of key staff
- Market demand



STRENGTHS

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OPPORTUNITIES

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WEAKNESSES

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THREATS

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Date:

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