**COMMON SWOT ANALYSIS
EXAMPLES CHECKLIST**

This is a list of the most common entries for a business SWOT analysis. Within each category (i.e., strengths, weaknesses, opportunities, and threats), copy the entries that apply to your business and paste them into a separate SWOT template to start your own analysis.

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| STRENGTHS |  | WEAKNESSES |
| * Great brand recognition
* Established market presence
* Experienced workforce
* Efficient budgeting
* Reliable financial position
* Innovative products and services
* Modern technology or systems
* Well-managed operations
* High customer satisfaction
* Established distribution channels
* Efficient processes
* Ongoing partnerships and collaborations
* Competitive advantage
* Diverse product or service offerings
* High employee morale and engagement
 |  | * Poor brand recognition
* Limited or new market presence
* Inexperienced workforce
* Inefficient budgeting
* Weak financial position
* Lack of innovation in products or services
* Outdated technology or systems
* Poorly managed operations
* Low or middling customer satisfaction
* Limited distribution channels
* Inefficient processes
* Weak or nonexistent partnerships or collaborations
* No competitive advantage
* Limited product or service offerings
* Low employee morale and engagement
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| OPPORTUNITIES |  | THREATS |
| * Growing market demand for products and services
* Emerging or untapped markets
* Policy changes that could benefit business
* Advancement in or adoption of technology that improves operations or creates new products or services
* Strategic partnerships and collaborations with other businesses
* Expansion of distribution channels or geographic reach
* New customer segments or target markets
* Consumer trends or preferences that align with business's offerings
* Increasing customer demand for sustainable and ethical products and practices
* Changing economic conditions and increased consumer spending
* Acquisition of new talent or resources
* Decreasing competition
 |  | * Intense competition within industry
* Economic downturns or instability
* Changing consumer preferences or trends that may not align with business's offerings
* Advancing technologies that could render business's products or services obsolete
* Changes in regulations that could negatively impact business
* Supply chain disruptions or shortages
* Rising costs of materials, labor, or other resources
* Cybersecurity threats or data breaches
* Natural disasters or environmental factors
* Negative publicity or damage to brand's reputation
* Failure to keep up with changing market dynamics
* Changes in international trade policies or tariffs
* Legal issues or lawsuits
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