**[](https://www.smartsheet.com/try-it?trp=11892&utm_source=template-word&utm_medium=content&utm_campaign=Marketing+Plan+SWOT+Analysis+Matrix+Example-word-11892&lpa=Marketing+Plan+SWOT+Analysis+Matrix+Example+word+11892)MARKETING PLAN SWOT ANALYSIS** **MATRIX EXAMPLE**

In the *Weaknesses* section of a marketing SWOT template, one should pinpoint and detail the internal vulnerabilities or areas in need of improvement that might impede the company's growth or performance in the market.

In the *Threats* section of a marketing SWOT template, one should list external challenges, risks, or barriers that might prevent the company from achieving its goals or might adversely affect the firm’s operations.

In the *Strengths* section of a marketing SWOT template, one should identify and list the unique advantages and core competencies of the company in the context of the market and competitors.

In the *Opportunities* section of a marketing SWOT template, one should identify external factors or trends that the company can capitalize on for growth, market expansion, or increased revenue.

MARKETING PLAN SWOT ANALYSIS MATRIX

* Threat one
* Opportunity one
* Weakness one
* Strength one

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |