

Checklist

SWOT-analysis

The SWOT analysis – **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats – is a widely used instrument for analyzing the situation of a company.

With this simple and flexible method, internal strengths and weaknesses as well as external opportunities and threats affecting the company's fields of action are considered.

Strengths:

- What are our strengths?
- Where do we see our competitive advantages?
- What are our core competencies?
- Where are we profitable?
- What experience do we have?

Opportunities:

- Which client needs can we meet?
- Which economic trends can we follow?
- Which negative political and social trends can be expected?
- What technological innovations can be expected?
- What niches are there?
- Which growth strategies can we pursue?

Weaknesses:

- What are our weaknesses?
- Where do we need resources?
- What can we improve?
- Where are we losing money?

Threats:

- Which negative trends can be expected?
- Which negative political and social trends can be expected?
- Which trends are our competitors following?
- Where are we vulnerable?