**SWOT Analysis – Suggested Questions**

*Strengths (internal)*

* What do you do better than your competition?
* What resources are available to you that put you ahead of your strongest competitor? (strong team spirit, powerful network, skills, access to advanced technology, etc.)
* What do your competitors see as your strength?
* What is your Unique Selling Proposition?
* Are there other unique company assets that put you at an advantage? What are they?

*Weaknesses (internal)*

* What do you see as your main obstacles that prevent you from accomplishing your objectives?
* What can you improve to get you one step closer to reaching your goals?
* Is your business poorly located?
* What do others see as your main weakness?
* What are the things that are hurting your sales?
* Does your staff need motivation to improve performance?

*Opportunities (external)*

* Are you aware of any market developments that you could use to your advantage?
* Are there certain government policy changes from which your business could benefit?
* Are there any local events where opportunities may present themselves?
* Are there areas where your competitor may be vulnerable where you can thrive?
* Are you careful with your timing when an opportunity presents itself?
* **Threats (external)**
* ***- Could certain strengths of your competitors place your company at risk?***

*Threats (external)*

* Could certain strengths of your competitors place your company at risk?
* Are there any technological trends or lifestyle changes that negatively influence your sales?
* Do any of your weaknesses pose a potential threat to your company?
* Have new competitors emerged in the market? What are they doing differently?
* Is seasonality a concern for your business?