

SWOT Analysis

A situation assessment: maps internal strengths and weaknesses against external opportunities and threats before a big decision. Origin: 1960s strategic planning (SRI & Harvard)



● **STRENGTHS:** Internal, helpful, controllable advantages - stated comparatively against a named competitor, not as generic praise.

● **OPPORTUNITIES:** External, helpful conditions you didn't create but could ride - market, tech, regulation, or behaviour shifts.

● **WEAKNESSES:** Internal, harmful gaps you control but haven't closed - the honest ones a rival would attack first.

● **THREATS:** External, harmful forces outside your control - ranked by how exposed you actually are.