



SWOT ANALYSIS WORKSHEET

IDEA:

STRENGTHS:

What do you do well?
What is unique about your organization?
Why would clients recommend you?

- #1
- #2
- #3
- #4
- #5
- #6
- #7
- #8
- #9
- #10

WEAKNESSES:

What could you improve?
What is costing you sales?
What reasons do clients leave?

- #1
- #2
- #3
- #4
- #5
- #6
- #7
- #8
- #9
- #10

OPPORTUNITIES:

Is there a market for your idea at your price?
What changes in the market can you leverage?
Are there potential partners for cross-selling?

- #1
- #2
- #3
- #4
- #5
- #6
- #7
- #8
- #9
- #10

THREATS:

Are your competitors already doing this?
Is the idea easy to copy or imitate?
How fast could your idea become obsolete?

- #1
- #2
- #3
- #4
- #5
- #6
- #7
- #8
- #9
- #10

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