

SWOT Analysis Template

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INTRODUCTION

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. Use this template to complete your SWOT Analysis.

Remember that when you develop your SWOT analysis, any topics should be relative to your competitors. Find unique issues for your company rather than list what everyone has.

SWOT ANALYSIS FOR ABC LIMITED

SWOT analysis for [*your company*] Limited

Prepared by [*your name*] on [*date*]

SWOT ANALYSIS FOR ABC LIMITED

TABLE OF CONTENTS

EXECUTIVE SUMMARY	4
STRENGTHS	5
WEAKNESSES	6
OPPORTUNITIES	7
THREATS	8
ACTION PLANS	9

EXECUTIVE SUMMARY

Summary

Add a summary of this SWOT analysis to include the main conclusions drawn from your business or product/ service.

Action Plans

Add in the key action plans over the coming period this document covers.

SWOT ANALYSIS FOR ABC LIMITED

STRENGTHS

Enter here the top 5 strengths you have identified.

1

2

3

4

5

WEAKNESSES

Add in the top 5 weaknesses you have identified.

1

2

3

4

5

OPPORTUNITIES

Add in the top 5 opportunities you have identified.

1

2

3

4

5

THREATS

Add in the top 5 threats you have identified.

1

2

3

4

5

ACTION PLANS

Complete the following grids for the actions you are going to take to

- 1: Build on your strengths
- 2: Improve on your weaknesses
- 3: Exploit your opportunities
- 4: Mitigate threats

Remember that most organisations can only complete 7 or 8 actions plans at once!

Key actions planned for the next 12 months

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Action 1												
Action 2												
Action 3												
Action 4												
Action 5												
Action 6												
Action 7												
Action 8												

[use the "format/ borders&shading" command to show when your actions will take place.]

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The action statement *	Cost	Responsible person	Completion date
Action 1			
Action 2			
Action 3			
Action 4			
Action 5			
Action 6			
Action 7			
Action 8			

[These are in SMART form - Specific, Measurable, Agreed, Realistic, Timed.]*