



SWOT ANALYSIS TEMPLATE

Category	Description	Impact (High/Medium/Low)	Action Plan
Strengths			
Weaknesses			
Opportunities			
Threats			



Usage Instructions

- 1. Strengths:** Identify internal attributes that give the organisation a competitive advantage. Include aspects such as a strong brand reputation, a skilled workforce, or advanced technology.
- 2. Weaknesses:** Recognise internal limitations or areas for improvement within the organisation, such as limited product range, high staff turnover, or outdated systems.
- 3. Opportunities:** Highlight external factors that the organisation can exploit for growth or improvement. Examples include emerging markets, technological advancements, or favourable regulations.
- 4. Threats:** Identify external factors that could potentially harm the organisation's performance, such as increased competition, changing consumer preferences, or economic downturns.
- 5. Analysis:**
 - **Description:** Provide a concise explanation for each strength, weakness, opportunity, or threat.
 - **Impact:** Assess the potential impact of each factor on the organisation (High, Medium, Low).
 - **Action Plan:** Develop strategies or actions to leverage strengths, improve weaknesses, exploit opportunities, and mitigate threats.