

SWOT Analysis

STRATEGIC TOOL

Understanding the SWOT Framework

A **SWOT Analysis** evaluates an organisation or project by mapping internal strengths and weaknesses alongside external opportunities and threats. Use this template to build on core capabilities, address key operational gaps, capitalise on market opportunities, and protect against prospective risks.

1. EVALUATION MATRIX

STRENGTHS

INTERNAL • POSITIVE

- What unique assets, skills, or expertise do you possess?
- What processes or competitive advantages set you apart?
- What do stakeholders or clients identify as your key strengths?

KEY OBSERVATIONS / FINDINGS:

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WEAKNESSES

INTERNAL • NEGATIVE

- What processes, resources, or knowledge areas need improvement?
- Where are operational bottlenecks or resource constraints?
- What factors cause you to lose opportunities or lag behind?

KEY OBSERVATIONS / FINDINGS:

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OPPORTUNITIES

EXTERNAL • POSITIVE

- What emerging market trends or technologies can you leverage?
- Are there unmet customer needs or expansion gaps in your field?
- What recent policy, economic, or industry shifts work in your favour?

KEY OBSERVATIONS / FINDINGS:

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THREATS

EXTERNAL • NEGATIVE

- What regulatory, economic, or market obstacles do you face?
- What aggressive actions or developments are competitors taking?
- What external supply or technology vulnerabilities exist?

KEY OBSERVATIONS / FINDINGS:

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