

SWOT Worksheet



Undertaking a SWOT analysis lets you explore the advantages your business has which will help you achieve your goals, and the issues you will also need to counteract.

Business and Personal Strengths	Business and Personal Weaknesses
External Opportunities	External Threats

What are the four key areas that you need to focus on? These can help you decide on the objectives for your business.

- 1.
- 2.
- 3.
- 4.

