

SWOT analysis template

Get>
Ahead
your virtual agency

A SWOT analysis highlights your business strengths, weaknesses, opportunities and threats. Fill in the template to see where your business is now and how you can take it further.

POSITIVES

NEGATIVES

Strengths

What do you do well?

E.g. provide outstanding products or services.

What do you have that supports you to do this?

E.g. a great team, well-maintained vehicles, a good location for your office.

Weaknesses

What's holding you back?

E.g. not enough time, lack of confidence about business processes.

Where do you lack skills or resources?

E.g. minimal finance skills, out-of-date software.

INTERNAL

Opportunities

What trends align with your offering?

E.g. seasons, social media trends.

What industry developments allow you to grow?

E.g. new materials, government grants, new technology.

Threats

Who are your competitors?

E.g. other businesses with a similar offering, tech advances, AI.

What are the wider threats to your business?

E.g. rising costs, saturated market, product scares.

EXTERNAL