

Checklist to Guide ‘Student Thinking’ for the SWOT Analysis

STRENGTHS (+)		WEAKNESSES (-)	
1	Competitive advantage	1	Lacks in competitive strength
2	Unique selling points	2	Limited capabilities
3	Resources, assets, data	3	Unknown presence or reputation not yet grown
4	Experience and knowledge	4	Limited financial reserves
5	Financial resources	5	High start-up costs
6	Product innovation	6	Limitations on research and development capacity
7	Product or service price, quality, or value	7	No funds for staff development
8	Marketing	8	Lack of management expertise
9	Location or business site/s	9	Tight timeframes for implementation
10	Processes – e.g. systems and communication	10	Geographical position
11	Organisational culture	11	
12	Brand recognition/good name	12	
OPPORTUNITIES (+)		THREATS (-)	
1	Demand in the market/growth industry	1	Legislation
2	Strong, established relationships with partners	2	Competitors re-create/adapt their existing product to better suit customer need
3	Niche market	3	Niche market becomes flooded with new products
4	Customer needs have changed	4	Seasonality
5	Government de-regulation	5	New IT developments
6	Economic boom	6	Economic downturn
7	Discovered alternative uses for the product/service	7	Dependent on suppliers to provide service/product
8	Competitors not responsive to the gap/need	8	Key personnel leave the company