



TEMPLATE: STRATEGIC COMPANY / OPPORTUNITY ANALYSIS

MAKING MARKET AND COMPANY KNOWLEDGE
WORK FOR YOU

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SAMPLE

SWOT CHART: Strengths, Weaknesses, Opportunities, Threats	Strengths (of the company) •	Weaknesses (of the company) •
Opportunities (in the market) •	Actions •	Actions •
Threats (in the market) •	Actions •	Actions •



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<p>SWOT CHART: Strengths, Weaknesses, Opportunities, Threats</p>	<p>Strengths (of the company)</p> <ul style="list-style-type: none"> • <i>Long-standing client relationships</i> <p>↓</p>	<p>Weaknesses (of the company)</p> <ul style="list-style-type: none"> • <i>Poor cash flow management</i>
<p>Opportunities (in the market)</p> <ul style="list-style-type: none"> • <i>Movement toward service and efficient order processing</i> <p>→</p>	<p>Actions</p> <ul style="list-style-type: none"> • Develop 1 page marketing piece for client base about service and processing 	<p>Actions</p> <ul style="list-style-type: none"> • Leverage order processing software to track and manage cash flow
<p>Threats (in the market)</p> <ul style="list-style-type: none"> • <i>Mature market with little competitive differentiation</i> 	<p>Actions</p> <ul style="list-style-type: none"> • Develop customer appreciation campaign emphasizing long-standing relationships with clients • Include testimonials from long-standing clients in literature and on website 	<p>Actions</p> <ul style="list-style-type: none"> • Create partnership with web order processing company to differentiate, and decrease need for hardware and human capital (increasing cash surplus as result)