

SWOT WORKSHEET



ABIR CHERMITI | ELLE MEDIA EMPIRE



ABIR CHERMITI

www.abirchermiti.com



My name is Abir Chermiti. I am a Certified Business Strategist & Entrepreneurship Coach. I like to share with you the SWOT Analysis Worksheet which contains actionable steps that will help you craft your ideas & get started.

www.ellemediaempire.com

[@abir_chermiti](https://www.instagram.com/abir_chermiti) [@ellemediaempire](https://www.instagram.com/ellemediaempire)

contact@ellemediaempire.com

Introduction to SWOT Analysis:

SWOT analysis is a strategic planning tool used to evaluate the internal strengths and weaknesses of a company or organization, as well as the external opportunities and threats it faces.

The acronym "SWOT" stands for Strengths, Weaknesses, Opportunities, and Threats. By conducting a SWOT analysis, businesses can gain valuable insights into their current position, make informed decisions, and develop effective strategies to achieve their goals.



Importance of SWOT Analysis:

- **Strategic Planning:** SWOT analysis provides a structured framework for understanding and assessing the internal and external factors that impact a company's success. It helps organizations identify areas of strength to capitalize on, weaknesses to address, opportunities to pursue, and threats to mitigate.
- **Decision-Making:** SWOT analysis helps decision-makers evaluate options, prioritize initiatives, and allocate resources effectively. It assists in determining the best course of action by aligning strengths with opportunities, mitigating weaknesses, and preparing for potential threats.
- **Competitive Advantage:** SWOT analysis helps businesses identify their unique selling points and competitive advantages. By understanding their strengths relative to competitors' weaknesses and opportunities, organizations can position themselves favorably in the market.
- **Risk Management:** By identifying potential threats and weaknesses through SWOT analysis, companies can proactively develop strategies to mitigate risks. This allows them to stay ahead of industry changes, anticipate challenges, and adapt their operations accordingly.



Examples of Companies that Use SWOT Analysis:

Coca-Cola:

Coca-Cola, one of the world's largest beverage companies, utilizes SWOT analysis to evaluate its market position, identify opportunities for growth, and address any weaknesses or threats in its industry.

Apple Inc.:

Apple employs SWOT analysis to assess its product portfolio, understand customer preferences, and determine market opportunities. It helps Apple align its strengths, such as design and innovation, with emerging market trends.

Amazon:

Amazon, a global e-commerce and technology giant, uses SWOT analysis to evaluate its competitive advantages, identify new market segments, and assess potential risks in the ever-changing retail landscape.

Procter & Gamble (P&G):

P&G, a consumer goods company, relies on SWOT analysis to understand its product portfolio, identify areas for improvement, and explore new market opportunities. It helps P&G stay competitive in various industries.

Tesla:

Tesla, an electric vehicle and clean energy company, leverages SWOT analysis to assess its technological innovations, identify market opportunities, and address challenges in the automotive industry.



SWOT Analysis Worksheet

Company/Organization Name: _____

Date: _____

SWOT Analysis Terminology:

Strengths: Internal factors that give the company/organization an advantage over others.

Weaknesses: Internal factors that place the company/organization at a disadvantage compared to others.

Opportunities: External factors that can be leveraged to the advantage of the company/organization.

Threats: External factors that could potentially harm the company/organization's success.



SWOT Analysis Questions:

Strengths:

What are the company/organization's unique selling points or competitive advantages?

.....

.....

.....

.....

.....

.....

What internal resources, skills, or capabilities give the company/organization an edge?

.....

.....

.....

.....

.....

.....

What positive aspects distinguish the company/organization from its competitors?

.....

.....

.....

.....

.....

.....

Weaknesses:

What areas does the company/organization need improvement in?

.....

.....

.....

.....

.....

.....

.....

.....

Are there any internal limitations or challenges that hinder the company/organization's performance?

.....

.....

.....

.....

.....

.....

.....

.....

What aspects put the company/organization at a disadvantage compared to its competitors?

.....

.....

.....

.....

.....

.....

.....

.....

Opportunities:

Are there any emerging trends or market changes that the company/organization can benefit from?

.....

.....

.....

.....

.....

.....

.....

.....

Are there any untapped customer segments or market niches the company/organization can target?

.....

.....

.....

.....

.....

.....

.....

.....

Are there any external partnerships or collaborations that can create new opportunities?

.....

.....

.....

.....

.....

.....

.....

.....

Threats:

What are the current or potential external factors that could negatively impact the company/organization?

.....

.....

.....

.....

.....

.....

.....

.....

Are there any new competitors or market disruptions that pose a threat?

.....

.....

.....

.....

.....

.....

.....

.....

Are there any changes in regulations or legal factors that could affect the company/organization?

.....

.....

.....

.....

.....

.....

.....

.....

SWOT Analysis Summary:

Based on your answers to the questions above, summarize the key points for each section of the SWOT analysis:

Strengths:

.....

.....

.....

.....

.....

.....

Weaknesses:

.....

.....

.....

.....

.....

.....

Opportunities:

.....

.....

.....

.....

.....

.....

Threats:

.....

.....

.....

.....

.....



Action Plan:

Based on the SWOT analysis, identify key actions that the company/organization should take to capitalize on its strengths, overcome weaknesses, seize opportunities, and mitigate threats:

- Strengths - How can the company/organization further leverage its strengths?
- Weaknesses - What steps can be taken to address and improve weaknesses?
- Opportunities - How can the company/organization capitalize on the identified opportunities?
- Threats - What strategies can be employed to mitigate the identified threats?

Remember to regularly review and update the SWOT analysis to adapt to changing circumstances and ensure the company/organization stays competitive.



This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a full page of a document template designed for handwritten notes or essays. It features approximately 30 evenly spaced, thin grey horizontal lines across the entire width of the page. The margins are consistent on all sides, providing ample space for writing. There are no pre-printed questions, headings, or other markings on the page.



NEED MORE INSIGHT & SUPPORT?

SCHEDULE A DISCOVERY CALL WITH THE EXPERT!



www.abirchermiti.com

www.ellemediaempire.com



contact@ellemediaempire.com

