

COMPETITOR S.W.O.T ANALYSIS

	Your Business	Competitor A	Competitor B	Competitor C
STRENGTHS - Advantages of proposition - Capabilities - USP's (unique selling points) - Resources, Assets, People - Experience, knowledge, data - Financial reserves, likely returns - Marketing - reach, distribution, awareness - Innovative aspects - Location and geographical - Price, value, quality - Accreditations, qualifications, certifications - Processes, systems, IT, communications - Cultural, attitudinal, behavioural - Management cover, succession				
WEAKNESSES - Disadvantages of proposition - Gaps in capabilities - Lack of competitive strength - Reputation, presence and reach - Financials - Own known vulnerabilities - Timescales, deadlines and pressures - Cashflow, start-up cash-drain - Continuity, supply chain robustness - Effects on core activities, distraction - Reliability of data, plan predictability - Morale, commitment, leadership - Accreditations, etc - Processes and systems, etc - Management cover, succession				
OPPORTUNITIES - Market developments - Competitors' vulnerabilities - Industry or lifestyle trends - Technology development and innovation - Global influences - New markets, vertical, horizontal - Niche target markets - Geographical, export, import - Market need for new USP's - Market response to tactics, e.g., surprise - Major contracts, tenders - Business and product development - Information and research - Partnerships, agencies, distribution - Market volume demand trends				
THREATS - Political effects - Legislative effects - Environmental effects - IT developments - Competitor intentions - various - Market demand - New technologies, services, ideas - Vital contracts and partners - Obstacles faced - Insurmountable weaknesses - Employment Market - Financial and credit pressures - Economy - home, abroad - Seasonality, weather effects				