

# COMPETITOR S.W.O.T ANALYSIS

	Your Business	Competitor A	Competitor B	Competitor C
<b>STRENGTHS</b> <ul style="list-style-type: none"> <li>- Advantages of proposition</li> <li>- Capabilities</li> <li>- USP's (unique selling points)</li> <li>- Resources, Assets, People</li> <li>- Experience, knowledge, data</li> <li>- Financial reserves, likely returns</li> <li>- Marketing - reach, distribution, awareness</li> <li>- Innovative aspects</li> <li>- Location and geographical</li> <li>- Price, value, quality</li> <li>- Accreditations, qualifications, certifications</li> <li>- Processes, systems, IT, communications</li> <li>- Cultural, attitudinal, behavioural</li> <li>- Management cover, succession</li> </ul>				
<b>WEAKNESSES</b> <ul style="list-style-type: none"> <li>- Disadvantages of proposition</li> <li>- Gaps in capabilities</li> <li>- Lack of competitive strength</li> <li>- Reputation, presence and reach</li> <li>- Financials</li> <li>- Own known vulnerabilities</li> <li>- Timescales, deadlines and pressures</li> <li>- Cashflow, start-up cash-drain</li> <li>- Continuity, supply chain robustness</li> <li>- Effects on core activities, distraction</li> <li>- Reliability of data, plan predictability</li> <li>- Morale, commitment, leadership</li> <li>- Accreditations, etc</li> <li>- Processes and systems, etc</li> <li>- Management cover, succession</li> </ul>				
<b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>- Market developments</li> <li>- Competitors' vulnerabilities</li> <li>- Industry or lifestyle trends</li> <li>- Technology development and innovation</li> <li>- Global influences</li> <li>- New markets, vertical, horizontal</li> <li>- Niche target markets</li> <li>- Geographical, export, import</li> <li>- Market need for new USP's</li> <li>- Market response to tactics, e.g., surprise</li> <li>- Major contracts, tenders</li> <li>- Business and product development</li> <li>- Information and research</li> <li>- Partnerships, agencies, distribution</li> <li>- Market volume demand trends</li> </ul>				
<b>THREATS</b> <ul style="list-style-type: none"> <li>- Political effects</li> <li>- Legislative effects</li> <li>- Environmental effects</li> <li>- IT developments</li> <li>- Competitor intentions - various</li> <li>- Market demand</li> <li>- New technologies, services, ideas</li> <li>- Vital contracts and partners</li> <li>- Obstacles faced</li> <li>- Insurmountable weaknesses</li> <li>- Employment Market</li> <li>- Financial and credit pressures</li> <li>- Economy - home, abroad</li> <li>- Seasonality, weather effects</li> </ul>				