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| **Strengths, Weaknesses, Opportunities, and Threats Analysis** |
| **Strengths** | **My Company** | **Competitor 1** | **Competitor 2** |
| What are the advantages your business has over competitors? |  |  |  |
| What are the core skills of your business? |  |  |  |
| What areas are the most profitable in your business? |  |  |  |
| In what areas are you excelling? |  |  |  |
| **Weaknesses** |  |  |  |
| What areas do you find yourself avoiding? |  |  |  |
| Do you lack resources in any areas? Where? |  |  |  |
| What things are you not excelling in? |  |  |  |
| In what areas are you losing profits? |  |  |  |
| What areas need to be improved on? |  |  |  |
| **Opportunities** |  |  |  |
| Are there any current trends you can use to your advantage? |  |  |  |

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| Are there any markets that competitors are not targeting? |  |  |  |
| Are there any new technologies you could use? |  |  |  |
| Are there any new customer needs that need to be met? |  |  |  |
| **Threats** |  |  |  |
| Are there any obstacles that you need to overcome? |  |  |  |
| Are any of your competitors overly aggressive? |  |  |  |
| Are any of your competitors successful that you need to be aware of? |  |  |  |
| Are there any current economic conditions that could have a negative effect on your business? |  |  |  |
| Are there any Government regulations that could impact you? |  |  |  |
| Are there any changes in the business climate that you need to be wary of? |  |  |  |
| Do you have any vulnerabilities that could be threatened? |  |  |  |