

SWOT ANALYSIS

STRENGTHS (INTERNAL)

WHAT ARE YOU GREAT AT ?
WHAT ASSETS DO YOU HAVE ASSOCIATED WITH YOUR BRAND ?
WHAT BENEFITS DO YOU HAVE ?

WEAKNESSES (INTERNAL)

WHAT AREAS CAN YOUR BRAND IMPROVE IN ?
WHERE ARE YOU STRUGGLING ?
HOW MUCH DEBT DO YOU HAVE ?
WHAT ARE YOUR LIABILITIES ?

OPPORTUNITIES (EXTERNAL)

WHAT THINGS ARE GOING ON IN THE WORLD AROUND YOU AND IN YOUR SPECIFIC MARKET CAN YOU CAPITALIZE ON ?
WHAT ARE THE CURRENT MARKET TRENDS, WHAT'S POPULAR RIGHT NOW ?

THREATS (EXTERNAL)

HOW IS THE ECONOMY SHAPING YOUR AUDIENCES BUYING POWER RIGHT NOW ?
IS WHAT YOU OFFER ELASTIC OR INELASTIC ?
ARE THERE CURRENT TRENDS OR POPULAR ITEMS THAT WOULD HURT YOUR BRAND IN YOUR MARKET ?

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WEAKNESSES (INTERNAL)

OPPORTUNITIES (EXTERNAL)

THREATS (EXTERNAL)