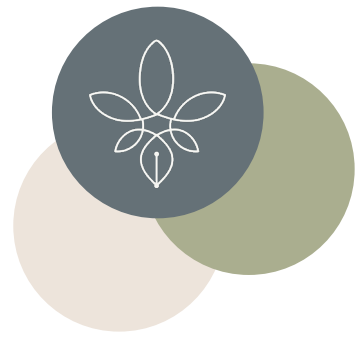




# SWOT Analysis

- How to
- Template

# SWOT Analysis – Why?

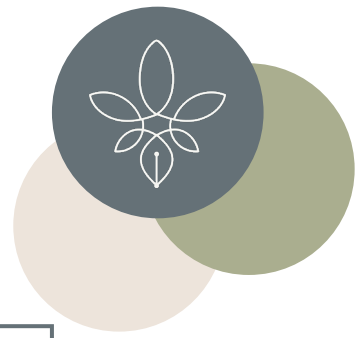


Prepping a quick SWOT analysis for a proposal helps you determine what to propose, what to emphasize, and what gaps you may need to address.

It does not need to be very detailed – just enough that you understand where you stand versus the competition and within the marketplace.

You should complete a SWOT for each opportunity since your company changes over time, as do the competition. Each opportunity is unique, even when the products and services are similar.

# SWOT Analysis – How to



## Strengths – Internal

What does your company do well?  
Do you have skills / certifications / abilities that the competition doesn't have?  
Do you offer services others don't?

## Weaknesses – Internal

Are your products / services clearly defined?  
Are there skill gaps you need to fill?  
Do you have resource limitations (people or products)?

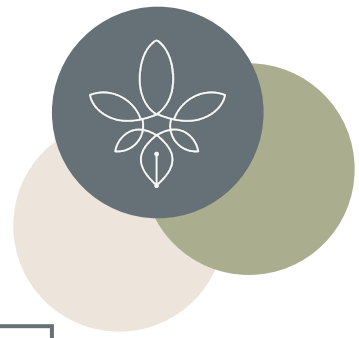
## Opportunities – External

Are you the only company providing this in your area?  
What is your reputation vs other companies?

## Threats - External

Is the product / service becoming outdated?  
Are there new / unknown competitors?

# SWOT Analysis - Template



## Strengths – Internal

1. A
2. B
3. C
4. D

## Weaknesses – Internal

1. A
2. B
3. C
4. D

## Opportunities – External

1. A
2. B
3. C
4. D

## Threats - External

1. A
2. B
3. C
4. D