

# Questions to Ask in a SWOT Analysis

## STRENGTHS

- › What does your company do better than the competition?
- › What do people outside of your company see as your advantages?
- › What other aspects of your business add value or give you a competitive advantage?
- › What assets does your team have? Knowledge, education, network.
- › How many physical assets do you have, such as customers, equipment, technology, cash, and patents?

## WEAKNESSES

- › Which areas could you improve?
- › Do you lack expertise or access to skills or technology in your business?
- › What tangible assets does your company need, such as money or equipment?
- › Are there gaps on your team?
- › Does your location contribute to your success?



## OPPORTUNITIES

- › How do you think you could turn strengths into opportunities?
- › What are some current favorable market trends?
- › Are there any upcoming events that your company may be able to utilize to grow the business?
- › Will upcoming changes to regulations have a positive impact on your company?

## THREATS

- › What is your competition doing that could potentially harm your reputation?
- › Can suppliers always supply raw materials at the prices you need?
- › Will technology change the way you do business in the future?
- › Are consumer behaviors changing in a way that negatively impacts your business?
- › Are there market trends that could pose a threat?

# Swot Analysis Multiple Choice Test Questions

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**Swot Analysis Multiple Choice Test Questions:**

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