

SWOT Analysis Template for Small Businesses

Business Details

Business Name:

Date:

Completed by:

Focus Area (e.g. general, marketing, product launch):

Instructions

Use this worksheet to reflect on your current business situation. List key points under each heading. Be honest, specific, and concise.

SWOT Grid

STRENGTHS (Internal positives – what you do well)

- What are your biggest advantages?
- What do customers love about you?
- What gives you a competitive edge?

OPPORTUNITIES (External positives – trends or openings)

- Are there new trends you can tap into?
- Could tech or social media help you?
- Are there local grants or partnerships?

Other Thoughts or Questions:

WEAKNESSES (Internal issues – what holds you back)

- Where are you losing time or money?
- What skills or tools are you lacking?
- What are customers complaining about?

THREATS (External risks – changes or challenges)

- Are competitors threatening your space?
- Is the economy affecting demand?
- Are supplier prices rising or unreliable?

Next Steps:

What's the one action you can take in the next 7 days based on this SWOT?
