

TEMPLATE – SWOT ANALYSIS

	Strengths	Leverage	Weaknesses	Address
Internal	E.g. Loyal customer-base	<ul style="list-style-type: none"> • Make it known to existing customers that you are open for business. • Provide incentives for existing customers to bring their friends into your business. 	E.g. insufficient online presence	<ul style="list-style-type: none"> • Invest in platforms to sell your products or services online. • Investigate delivery options.
	Opportunities	Leverage	Threats	Address
External	E.g. Major competitor struggling to reopen	<ul style="list-style-type: none"> • Make it known to potential customers that you are open for business. • Approach that competitor to see if there is an opportunity for a merger or acquisition. 	E.g. customers continue to purchase online from larger competitors rather than return to your business.	<ul style="list-style-type: none"> • Invest in platforms to sell your products or services online. • Look at differentiating from that competitor on something such as speciality products or services.