

TEMPLATE FOR WRITING  
A SWOT  
ANALYSIS



## How To Create A SWOT Analysis

Use this template as a brainstorming guide to creating a SWOT analysis. Honestly assess all the categories: your business's Strengths and Weaknesses, as well as any Opportunities and Threats. The top two boxes, Strengths and Weaknesses address internal issues. The bottom two, Opportunities and Threats, deal with external influences.

Consider approaching this as a group project with your management team. Note any points made under the appropriate category. Direct the conversation away from finger pointing and toward identifying positive possibilities for change.

### Strengths

Strengths are the positive factors in your business that you control.

Examples of strengths may include:

- 1 *Employee skills*
- 2 *Successful branding*
- 3 *Business abilities*
- 4 *Available resources*

Concentrate on strengths unique to your company, and never underestimate even the most mundane strengths, especially if it is something not offered by competitors.

### Weaknesses

Weaknesses are the internal factors within your control that detract from the business. They may diminish the value of services you offer or negatively affect your competitiveness.

Some examples are:

- 1 *Things in the business that make certain goals unachievable*
- 2 *A weak presentation to the outside world*
- 3 *Needed skills and resources lacking in the business*
- 4 *Internal knowledge gaps that are hindering growth and success*

Be aware that facing weakness requires being honest and dispassionate.

## Opportunities

Opportunities provide a business with the chance to improve and come from positive influences outside the business such as:

- 1 *Expanding markets*
- 2 *New technology*
- 3 *Decreased competitor vitality*

## Threats

Threats are matters beyond your control that may harm your business. Common examples of threats include:

- 1 *Changing markets*
- 2 *Decreased access to resources*
- 3 *Government regulations*
- 4 *New competitors*

Businesses should be prepared to deal with threats through contingency planning.

---

See Bplan link below for general structure of SWOT chart.

- <http://www.bplans.com/members/downloads/swot-analysis-template/>
- <http://smallbusiness.chron.com/two-important-parts-swot-analysis-61546.html>
- <http://www.insurancejournal.com/magazines/mindyourbiz/2003/07/21/31007.htm>

## About insuranceQuotes & How To Get In Touch



**insuranceQuotes** is the complete insurance comparison shopping site for consumers and the premier customer acquisition platform for insurance agents and carriers.

Our mission is to demystify the insurance shopping experience, so that shoppers can simply and easily find the coverage that's right for them, and providers can inform, educate and secure new customers through a marketplace that's comprehensive and trusted.

[www.insuranceQuotes.com](http://www.insuranceQuotes.com)

[sales@insuranceQuotes.com](mailto:sales@insuranceQuotes.com)

1860 Blake Street, Suite 900  
Denver, CO 80202