SWOT Internal Analysis Tool

Purpose

The purpose of this tool is to provide assistance with evaluating internal corporate capabilities from the following perspectives: Strengths, Weaknesses, Opportunities and Threats.

The implications section for each area is the most important aspect of the analysis. Be sure to deeply assess how each issue will impact your organization. Once you have completed the analysis sections, develop an action plan for moving forward.

Scope

Business unit, department or a subsection of industry competitors can limit the scope of this analysis. Use the following table to identify who is being assessed.

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| Strengths |
| Advantage 1: |
| Advantage 2: |
| Advantage 3: |
| Implications: |

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| Weaknesses |
| Disadvantage 1: |
| Disadvantage 2: |
| Disadvantage 3: |
| Implications: |

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| Opportunities |
| Opportunity 1: |
| Opportunity 2: |
| Opportunity 3: |
| Implications: |

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| Threats |
| Risk 1: |
| Risk 2: |
| Risk 3: |
| Implications: |

Action Plan

1. Step 1
2. Step 2
3. Step 3