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BUSINESS
& TAXATION
CONSULTANTS

FINANCIAL
PLANNERS

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BUSINESS PLANNING

WHAT IS A “SWOT” ANALYSIS?

◆

Paper 09.21

◆

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The forms and commentaries contained in this paper are provided as a guide only and should not form the sole basis for any advice in relation to the particular situation of any person without first obtaining proper professional advice.

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WHAT IS A “SWOT” ANALYSIS?

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◆
Paper 09.21
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1. Why Prepare A “SWOT” Analysis?

1. It enables you to objectively analyse all aspects of your Business, Personnel Management and Competitors.
2. If prepared in an honest manner it will greatly assist you to determine priorities in your Business.
3. Items identified as Strengths in your Business should be capitalised on.
4. Any Weaknesses should be analysed to determine where improvements can be made or new Staff employed or Investment in Resources made so as to offset perceived Weaknesses.
5. List any opportunity no matter how optimistic. There may be a strategy that can be developed to take advantage of it.
6. Any identified or perceived threat should be listed so that you have the opportunity of developing Strategies to avoid the Threats to your Business.

For further information, refer to Paper 21.58 - SWOT Analysis".

2. Strengths Check List

Use as a Guide to determine your Strengths. Add additional Items that apply.

1. Years in Business. _____
2. Knowledge of the Business. _____
3. Expertise. _____



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4. Management Training. _____
5. Qualifications. _____
6. Location. _____
7. Staff. _____
8. Premises. _____
9. Machinery. _____
10. Customers/Client Base. _____
11. Exclusive Products/Distribution Rights. _____
12. Reputation of the Business. _____
13. Product Service/Knowledge. _____
14. Computer System. _____
15. Stock System. _____
16. Debtors System. _____
17. Regular Financial Data. _____
18. Bank Relationship. _____
19. Management Meetings. _____
20. Staff Meetings. _____
21. Staff Training. _____
22. Marketing Strategies. _____
23. Distribution Methods. _____
24. Customer/Client Knowledge. _____
25. Newsletters. _____



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26. Licenses Held. _____
27. Export Markets. _____
28. Networking. _____
29. Succession Planning. _____
30. Sales Levels. _____
31. Gross Profit Margin. _____
32. Trading Profitability. _____
33. Quality Assurance. _____
34. Advertising. _____
35. Leadership. _____
36. Customer/Client Input. _____
37. Safety Procedures. _____
38. "Flair" in Product/Service Design. _____
39. Competitors. _____
40. Political Events. _____
41. The Economy. _____
42. Local Development Issues. _____

3. Weaknesses Check List

Use as a Guide to determine your Weaknesses. Add additional items that apply.

1. Years in Business. _____
2. Knowledge of the Business. _____
3. Expertise. _____



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35. Leadership. _____
36. Customer/Client Input. _____
37. Safety Procedures. _____
38. "Flair" in Product/Service Design. _____
39. Competitors. _____
40. Political Events. _____
41. The Economy. _____
42. Local Development Issues. _____

4. Opportunities Check List

Use as a Guide to determine the Opportunities that are available for your Business. Add additional items that apply.

1. Products/Services. _____
2. Premises. _____
3. Exports. _____
4. Distribution Rights. _____
5. Staff Recruitment. _____
6. Staff Training. _____
7. Marketing. _____



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8. Development of Customer/Client Base. _____
9. Management Recruitment. _____
10. Management Training. _____
11. Staff Meetings. _____
12. Management Meetings. _____
13. Product/Service Knowledge. _____
14. Computer System. _____
15. Debtors System. _____
16. Regular Financial Data. _____
17. Bank Relationships. _____
18. Marketing Strategies. _____
19. Customer/Client Knowledge. _____
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- 30. "Green Issues"._____
- 31. Political Events._____
- 32. Change of Roads, Highways, Bridges._____
- 33. Location of Major New Industries, Shopping Centres
Roads, Bridges._____
- 34. The Economy._____
- 35. Goods and Services Tax Introduction _____

5. Threats Check List

Use as a Guide to determine Threats that could affect your Business. Add additional items that apply.

- 1. Competitors._____
- 2. Staff Leaving._____
- 3. Management Leaving._____
- 4. Losing Distribution Rights._____
- 5. Changes in Popularity of Products/Services._____
- 6. "Green Issues"._____
- 7. Political Events._____
- 8. Premises._____
- 9. Zoning of Premises/Approved Work Location._____
- 10. Change of Roads, Highways, Bridges._____
- 11. Location of Major new Industries, Shopping Centres,
Roads, Bridges._____
- 12. Local Development Issues._____



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13. Death or Illness of Key People. _____
 14. Fire, Flood or other Natural Disasters. _____
 15. Successful Legal Action Against the Business.
(Could improvements be made to the “Structuring” of the
Business to help mitigate against Legal Action?) _____
 16. Evolution of Product Development. _____
 17. Technology Development. _____
 18. Customer/Clients preferences. _____
 19. Goods and Services Tax Introduction _____



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LINKS:

Paper 21.58 SWOT Analysis