

MIKE MALLET

Business coach and mentor

Business SWOT Analysis

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| Strengths | Weakness |
| Opportunities | Threat |

Mike Mallett Business Coach & Mentor

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| <p>Strengths</p> <p>What does the business do well? What do you have that others don't? What resources does your business have? Do you have a particular expertise? What want/need does your business offer/solve? Do you have a strong reputation?</p> | <p>Weakness</p> <p>What is happening that may hinder the business? What gaps do you see? What limits your business growth? Do you lack expertise in any area? Do your competitors excel in an area that you need to develop?</p> |
| <p>Opportunities</p> <p>What may be happening outside of the business that can be harnessed to good effect? What untapped networking opportunities are there? Are there any developing markets that you are aware of? Are there any mergers, joint ventures or strategic alliances that would strengthen the position of your business?</p> | <p>Threats</p> <p>What may happen to the business that may be damaging to its success? Is your business under threat from your competitors? How robust are your procedures? How strong are your finances? What obstacles does your business currently face?</p> |

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