**STRENGTHS**

* What are we more efficient at?
* What advantages do we have?
* What can we do better than others?
* Which of our products do customers like?
* What can we produce for less than our competitors?
* What makes us unique?
* Which unique talents do our workers have?
* Which resources are available to you?
* What are your best revenue sources?
* What are your overall advantages?
* What are your core competencies?

**WEAKNESSES**

* What are we less efficient at?
* What do we do not as well as others?
* Which of our products do customers not like?
* What are the complaints we receive?
* Which of our products are faulty or don’t work as well as they should?
* What is more expensive to produce than our competitors?
* Where are we wasting time or money?
* What do our competitors do better than we do?
* What is preventing your growth?
* What is preventing you from improving?

**OPPORTUNITIES**

* What are our customers’ needs?
* Which products in the market are not as good as they can be?
* Which needs are not being answered?
* Which products or services do not exist?
* What are new trends that have started or are expected to start?

**THREATS**

* What are our customers’ changing needs?
* Which technologies do we use that might become obsolete?
* Which products might not be relevant or useful when changes occur in the market occur?
* Are there any laws, policies, or regulations that could change and threaten us in any way?
* Is there something in your organizational culture that prevents growth or improvement?