

SWOT Matrix and Strategy Analysis

STEP 1

Using the outer boxes, brainstorm your business's strengths, weaknesses, opportunities and threats (SWOT).

STEP 2

Using the inner boxes, develop strategies or action steps to address opportunities and threats by taking advantage of strengths and minimizing or eliminating the impact of weaknesses.

For further information on SWOT analysis:
<https://farms.extension.wisc.edu/articles/identifying-strategies-to-maximize-potential-and-minimize-risk/>



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Internal Analysis

Look at your business performance, assets and management through a self-assessment lens.
Do you have a competitive advantage?

Strengths

Weaknesses

Opportunities

S-O Strategies

W-O Strategies

External Analysis

Think about the economic environment, industry trends and changes, input and commodity prices and the competition your business faces.

Threats

S-T Strategies

W-T Strategies