



The Entrepreneur's Roadmap



SWOT Analysis
Worksheet

Strengths

What Skills Do You Have?
What Resources Do You Have?
What Do Others See As Your Strengths?
What Do You Do Well?

Weaknesses

What Could You Improve?
What Resources Are You Lacking?
What Are Others Likely To See As A Weakness?
What Can You Improve?

Opportunities

Where Can You Apply Your Strengths?
How Are Your Customers Needs Changing?
Are Your Competitors Customers Dissatisfied?

Threats

Are Your Customers Needs Changing Away From Your Products/Service?
What Threats Does Your Weaknesses expose?
Are Their New Competitors?

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