



SWOT Analysis Worksheet

For instructions on using SWOT Analysis, visit <http://nourishingontario.ca/swot-analysis-and-asset-gap-mapping/>

<u>STRENGTHS</u>	<u>WEAKNESSES</u>
<p>What do you do well? What unique resources can you draw on? What do others see as your strengths?</p>	<p>What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?</p>
<u>OPPORTUNITIES</u>	<u>THREATS</u>
<p>What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?</p>	<p>What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?</p>