

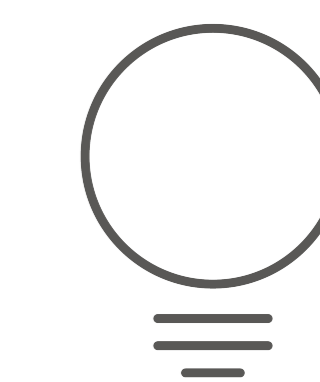
What are the internal strengths that your business currently has and can leverage?

What are the weaknesses within your business that are causing or could cause it to struggle or fail to deliver?

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What are the opportunities in the industry, environment or anywhere else that your business could leverage?

What are the threats in the industry, environment or anywhere else that your business should protect itself against?



- What are you most known for?
- What do you do or deliver that delights your customers?
- What do your employees love about working in your company?
- What do you do better than all your competitors?
- What internal advantage do you have that none of your competitors have?
- How have you been able to build up your customer base/following?

- What are you unable to do well?
- What required skills are not available within your workforce?
- What do your competitors do better than you?
- What are your customers' most common complaints?
- What processes are not standardized (and therefore variable, in effectiveness and efficiency)?
- What areas of the business could be more efficient with automation?

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- What are your competitors leveraging that are also available to you?
- What government or business-support resources are available to you?
- What are the current trends in your industry?
- What changes are happening in your market(s)?
- What products could you be offering that you're not currently offering?
- How can you get a larger share of the customer pool?

- What is happening in the market that could cause customers to buy less from you?
- Are there any disruptors that you need to be planning to mitigate risk against?
- Are your competitors gaining market share, and if so, how?
- Is your data secure or is there a risk of a data breach incident?
- Is your supply chain secure?
- Is your target audience diminishing?

