

SWOT analysis

Review all internal and external analyses to determine the most critical points. Strategies and Objectives will be designed around them.

I

Aggregate the most important information from each of the Analyses for review. If you prefer, skip to Step 2 and just refer to the Environmental Scan, Market Analysis, Competitive Analysis, and Internal Analysis.

Environmental Scan Issues

Step 4/Page 4 of the Fuchsia Shortcuts Environmental Scan Worksheet

ISSUE 1

ISSUE 2

ISSUE 3

ISSUE 4

ISSUE 5

SWOT analysis continued

Market Analysis – Market Summaries

Step 1/Pages 1-3 of the Fuchsia Shortcuts Market Analysis Worksheet

The form consists of three vertically stacked rectangular boxes, each with a red dashed border. To the left of each box is a red rounded rectangle containing the text 'MARKET 1', 'MARKET 2', and 'MARKET 3' respectively. The boxes are intended for handwritten market summaries.

Market Analysis – Target Segment Summaries

Step 4/Pages 5-9 of the Fuchsia Shortcuts Market Analysis Worksheet

SEGMENT 1	
SEGMENT 2	
SEGMENT 3	
SEGMENT 4	
SEGMENT 5	

SWOT analysis continued

Competitive Analysis Summaries

Step 4/Page 7 of the Fuchsia Shortcuts Competitive Analysis Worksheet

COMPETITOR 1	
COMPETITOR 2	
COMPETITOR 3	
COMPETITOR 4	
COMPETITOR 5	

SWOT analysis continued

Internal Analysis Issues

Step 2/Pages 1-3 of the Fuchsia Shortcuts Internal Analysis Worksheet

SWOT analysis

continued

- S Internal Strengths
- W Internal Weaknesses
- O External Opportunities
- T External Threats

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Review the issues and summaries and write concise statements on Strengths, Weaknesses, Opportunities, and Threats. Include key micro and macro factors using only relevant and important data.

STRENGTHS

- 1
- 2
- 3
- 4
- 5

WEAKNESSES

- 1
- 2
- 3
- 4
- 5

OPPORTUNITIES

- 1
- 2
- 3
- 4
- 5

THREATS

- 1
- 2
- 3
- 4
- 5

SWOT analysis final

S

W

UNDER YOUR CONTROL

OUT OF YOUR CONTROL

TO TAKE ADVANTAGE OF

TO MITIGATE

O

T