



# **S.W.O.T ANALYSIS**

## *TEMPLATE AND GUIDE*

Use my S.W.O.T analysis template to identify the internal and external factors that may impact your business and brand development...

# BUILD ON YOUR STRENGTHS, WORK ON YOUR WEAKNESSES.

“ MINH TAN

Identifying and reviewing your personal brand in terms of it's;

- Strength
- Weakness
- Opportunities
- Threats

Is an important step in review and improvement of your overall growth potential. The S.W.O.T Analysis process starts with the assessment of your own brand Strength, weakness, threats and opportunities. Followed by the consideration of these aspects of your competitors' brands.

## UNDERSTANDING POTENTIAL LIABILITIES AND ASSETS ...

Your weakness + competitor strengths = **potential liabilities.**

Your strengths + competitor weakness = **potential assets.**

Assessing liabilities and assets supports effective and ongoing strategy development.

Use the table/s below, to review your business and your competition quarterly, in the event of concern or before embarking on marketing planning. Use the assets and liabilities discovered here, to guide strategy development.

# S.W.O.T ANALYSIS - TEMPLATE AND GUIDE

## OWN BRAND

STRENGTHS	WEAKNESSES
What do you do better than anyone else?	What are your do you feel could improve?
What do your customers see as your strength?	What do your customers see as a weakness?
List your advantages:	List areas to avoid:
OPPORTUNITIES	THREATS
Identify where/what opportunities you see:	List obstacles:
List technological applications that could improve your position:	Identify the weaknesses that threaten your brands potential:

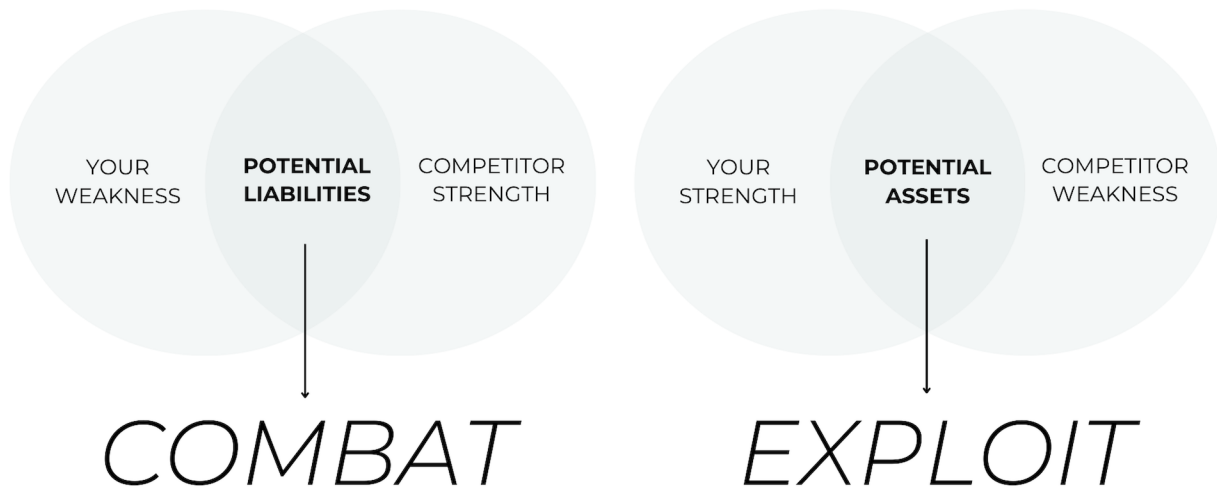
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## COMPETITOR BRAND

STRENGTHS	WEAKNESSES
What do you do your competitors do better than anyone else?	What do your customers see as your competitor's weakness?
What do your competitors customers see as your competitor's strength?	What do your competitors customers see as your competitor's weakness?
OPPORTUNITIES	THREATS
Considering your competitor weakness, identify where/what opportunities you see, for your brand to exploit:	Considering your competitor strengths, identify where/what threats you see, for your brand to exploit:

# ASSETS AND LIABILITIES

The purpose of identifying the areas of asset and liability, is to give yourself the opportunity to strategies action to exploit assets and combat liabilities.



Use the strengths, weaknesses, opportunities and threats you identified in the S.W.O.T Analysis tables to complete the next two Action Items. These action items become the basis of your future brand and marketing strategies. The action tables on the following pages will support you to use insightful reflection as actionable steps for growth and improvement. Save a copy of the template for future reflection.

## Support

Need help assessing your brand? Do you want an honest, unbiased and confident plan forward? Work with me to complete the S.W.O.T analysis process.

Head to [www.rebeccahenshaw.com](http://www.rebeccahenshaw.com) or email [bec@rebeccahenshaw.com](mailto:bec@rebeccahenshaw.com) to book a consultancy package or call.

# S.W.O.T ANALYSIS TEMPLATE

OWN BRAND:

ORAGANISATION/BUSINESS:

COMPLETED BY:

COMPLETION:

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

# S.W.O.T ANALYSIS TEMPLATE

COMPETITOR BRAND:

ORAGANISATION/BUSINESS:

COMPLETED BY:

COMPLETION:

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

## ACTION ITEM TABLE - ELIMINATING LIABILITIES

*Devise strategies to exploit assets from own strength and competitor weakness.*

Outline strategies to exploit the assets discovered in the S.W.O.T Analysis of yours and your competitor brands. Focus on actions that allow the brand to support the long-term goals and of your business. Additional activity can be planned using the ACTIONABLE ITEMS checklist at the conclusion of this brand audit template.

IDENTIFIED ASSET, OWN STRENGTH +  
COMPETITOR WEAKNESS

OUTLINE STRATEGY TO EXPLOIT ASSETS  
+ OPPORTUNITIES





# ACTIONS FROM S.W.O.T ANALYSIS

ACTIVITY AND ACTION NEEDED FROM SWOT ANALYSIS	GENERAL OUTLINE OF ACTIVITY / TASKS TO BE COMPLETED	PERSON RESPONSIBLE	START DATE	COMPLETE DATE	REVIEW DATE



# HELLO!

**I'M REBECCA HENSHAW**

I am dedicated to supporting business owners to create and grow a successful brand. When it comes to branding strategy, brand marketing and brand design - I have 10 years industry experience.

If you have not already, head over to my blog where I share information and resources - like this template [www.rebeccahenshaw.com/blog](http://www.rebeccahenshaw.com/blog)

Feeling social? Let's connect over on Instagram where I share my recent projects, information and inspiration [@RH\\_GD\\_](https://www.instagram.com/RH_GD_)

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