

FitzGerald FitzGerald, P.C.
 Traditional SWOT Analysis

Name:

Date:

Strengths & Weaknesses	S	W	O	T	Notes
Sales and Performance					
Pricing policies					
Meeting customer needs and wants					
Sales level compared to capacity					
Market share					
Profit performance					
Marketing plan and budget					
Personnel & Operations					
Experience and expertise of your team					
Training given to the team					
Using team capacity					
Team motivation and satisfaction					
Regular team meetings					
Using an accountant or lawyer					
Physical Resources					
Adequacy of premises					
Effectiveness of machinery and equipment					
Financial Resources					
Effective purchasing system					
Cash flow					
Accessing additional funding					
Accessing financial information					
Analyzing financial indicators					
Debt collection system					
Potential For Growth or Improvement					

Opportunities & Threats	S	W	O	T	Notes
Economy					
Economic condition of the country					
Current interest rates					
Family disposable income					
Competitors					
Products and services					
Pricing policies					
Performance					
Customer base					
Technology					
Innovations in manufacturing					
Technological development of product					
Social Patterns					
Population makeup					
Status of women					
Percentage of work to leisure					
Standard of living					
Environmental/Legal Issues					
Current environmental issues					
Changes in legislation					
Physical Factors					
Climatic conditions					
Physical infrastructure					

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Alternative SWOT Analysis

Sales

1. Are sales strong or weak?
2. How do our prices compare to the competition?
3. Are we gaining customers or losing them?
4. Do we know why we are gaining customers or losing customers?
5. Do we have a marketing plan?
6. Do we lose sales because of poor systems?
7. Do we know what our customers need and want? How?

Team

8. Is our team experienced and working well together?
9. Is the team adequately trained?
10. Is there one person you can't afford to lose?
11. Does the team know what is going on with the business?
12. Do you have excess capacity or are you running shorthanded?

Operations

13. Are your offices and equipment adequate for your operations?
14. Are you always scrambling to fill sales orders?
15. Are your systems working well and are they documented?
16. Is there cross training for your team?
17. Is there potential for growth?
18. Do you frequently get surprised by results of operations or problems?
19. Do you have to redo things or get a lot of returns?
20. Is our technology up to date?

Financial Resources

21. Do you get monthly financial statements in a timely manner?
22. Do you get additional key performance indicators to help you make decisions on a daily, weekly and monthly basis?
23. Do you evaluate the profitability of customers, product lines, inventory, locations, etc?
24. Do you have too much debt? Do you have the cash to run the business how you would like?
25. Do you have a cash flow plan?
26. Can the business run without you?
27. Do you know what is driving your profits?

Opportunity and Threats

28. Is the economy good or bad in your industry?
29. Are there new products being introduced in your industry?
30. Are your competitors helping or hurting you?
31. Are there population shifts that are impacting your business?
32. Are there environmental or regulatory issues that will be impacting your industry?
33. Are other industries starting to impact your industry?
34. How does technology impact your industry?
35. What is going on in the world that could impact your business?
36. What is going on in the region that could impact your business?
37. Are there significant barriers to enter your industry?

<p><u>Strengths</u></p>	<p><u>Weaknesses</u></p>
<p><u>Opportunities</u></p>	<p><u>Threats</u></p>