IMPROVEMUSE Guide to SWOT Analysis

- SWOT Analysis identifies Strengths, Weaknesses, Opportunities, and Threats in a Business or Project.
- Uses a 2X2 Grid Split by Internal vs. External and Positive vs. Negative.

	Positive	Negative
Internal	**Strengths** • Competitive advantages • Unique selling points (USP) • Strong brand reputation • Skilled workforce • Efficient processes • Financial stability	**Weaknesses** • Limited resources • Weak brand recognition • Operational inefficiencies • High costs or debt • Poor customer service • Lack of innovation
External	**Opportunities** • Market expansion • Emerging trends • Technological advancements • Partnerships or collaborations • Customer demand shifts • Economic growth	**Threats** • Competitor actions • Economic downturns • Regulatory changes • Changing consumer preferences • Supply chain disruptions • Cybersecurity risks

How to Do a SWOT Analysis

- Define Issue, Gather Data, Assemble Review Team.
- Identify Strengths, Weaknesses, Opportunities, Threats.
- Analyze Impact on Goals and Strategy, Craft Solutions.
- Develop Action Plan, Execute, Analyze Feedback, and Iterate.

Strengths
Internal + Positive

- Highlight what sets you apart.
- Leverage expertise to gain advantage.
- Invest in what works best.
- Maintain strong customer relationships.
- Focus on proven success factors

Weaknesses
Internal + Negative

- Identify areas needing improvement.
- Address inefficiencies quickly.
- Seek feedback for better insights.
- Reduce unnecessary costs.
- Turn weaknesses into strengths.

Opportunities
External + Positive

- Monitor market trends constantly.
- Explore new customer segments.
- Adapt to emerging technologies.
- Build strategic partnerships.
- Expand products or services thoughtfully.

Threats
External + Negative

- Track competitor moves closely.
- Stay ahead of industry changes.
- Prepare for economic fluctuations.
- Strengthen cybersecurity defenses.
- Diversify to reduce risks.