

# SWOT analysis template

## Overview

**This SWOT Analysis template can be adapted to your own individual business.**

SWOT analysis, an acronym for strengths, weaknesses, opportunities, and threat and is a structured planning method that evaluates those four elements of a project or business venture.

A SWOT analysis involves specifying the objective of the business venture and identifying the internal and external factors that are favourable and unfavourable to achieve that objective.

## Download this helpful template



**Our SWOT analysis template**

**Keep up-to-date with business information, news and events  
sign up for the Jersey Business newsletter.**

**Subscribe →**