List each of your businesses strengths, weaknesses, opportunities or threats in the table below remember that some strengths may also be weaknesses and some opportunities may also be threats.

|  | Strengths | Weaknesses |  |
| --- | --- | --- | --- |
| Examples:  Advantages of proposition  Someone speaks another language  Excess manufacturing capacity  Resources, assets, people, experience, knowledge  Financial strength  Marketing reach, distribution, awareness  Innovative opportunity  Location and geographical reach  Price, value, quality  Processes, systems, IT  Communications |  |  | Examples:  Lack of export experience  Gaps in capabilities  Lack of competitive strength  Reputation, presence and reach  Financial weaknesses  Timescales, deadlines and pressures  Effect on core activities  Reliability of data, planning, predictability  Morale, commitment, leadership  Lack of accreditations or certifications |
|  | Opportunities | Threats |  |
| Examples:  Market developments  Competitors active in the market  Lifestyle trends  Technology developments  Key contacts in other markets  Ability to adapt to market demands  New USP’s  Existing partnerships that can extend overseas  Marketing opportunities |  |  | Examples:  Political instability  Legislative changes  Environmental impacts  Competitor intentions  Market demand  New technologies, services, ideas  Loss of key staff  Financial or exchange rate instability  Economy – home, abroad  Seasonality |

An example of a completed Export SWOT might look like this:

|  |  |
| --- | --- |
| **Strengths:**   * Have 2 foreign language speakers in the business * Can gear up manufacturing to supply additional products * Have a good website & online presence that can be developed * Have clear understanding of our USP & who will buy our service | **Weaknesses:**   * Moving product abroad is expensive * Lack of knowledge of the exporting process * Limited time to get exports underway * New company with little market presence * Tight financial controls in existing business |
| **Opportunities:**   * Competitors are there which suggest a potential market * Big growth in identified markets * Have some key contacts in identified markets * Can reach overseas market with a little online development * Keen and excited to be working internationally | **Threats:**   * Political instability in UK & EU * Lack of follow up financial investment * Experienced competitors in new markets |

