# [COMPANY NAME] - SWOT MATRIX

|  |  |  |
| --- | --- | --- |
| **SWOT MATRIX**  **(MMM/**YYYY**)** | **TOP STRENGTHS**  **(internal)**   * … * … * … * … * … | **TOP WEAKNESSES**  **(internal)**   * … * … * … * … * … |
| **TOP OPPORTUNITIES**  **(\*external)**   * … * … * … * … * … | **S – O Strategies (offensive):**  (Capitalize on an opportunity that is available today)  1) Potential Strategy…  9) Potential Strategy… | **W – O Strategies (offensive):**  (Overcome a weakness in order to pursue an opportunity)  2) Potential Strategy…  5) Potential Strategy…  6) Potential Strategy…  10) Potential Strategy… |
| **TOP THREATS**  **(\*external)**   * … * … * … * … * … | **S – T Strategies (defensive):**  (Enhance and strengthen a competitive advantage)  3) Potential Strategy…  7) Potential Strategy…  8) Potential Strategy… | **W – T Strategies (defensive):**  (Develop a defensive plan to prevent a weakness from becoming more susceptible to an external threat)  4) Potential Strategy… |

\* External factors should consider: Customers, Competitors, End Users, Industries/Marketplace, Technologies, Geographies, Statutory/Regulatory Authorities, Owners/Shareholders, Vendors/Suppliers, Labor (skilled/unskilled), Accreditation/Certification Bodies, Communities (Local/Regional), etc.