# [COMPANY NAME] - SWOT MATRIX

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| **SWOT MATRIX****(MMM/**YYYY**)** | **TOP STRENGTHS****(internal)*** …
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 | **TOP WEAKNESSES****(internal)*** …
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| **TOP OPPORTUNITIES****(\*external)*** …
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 | **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)*** …
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 | **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.