## **SWOT PRODUCTION**

## **STRENGTHS WEAKNESSES** 1) 1) 2) 2) 3) 3) 4) 4) 5) 5) Strengths Weaknesses 6) 6) What do you do well? What could you improve? 7) 7) What unique resources do you have? Where do you lack resources? What do others see as weaknesses? What do others see as your strengths? 8) 8) Where are you beneficially innovative? 9) 9) Strategies that Strategies that minimize or eliminate maximize Strengths 10) 10) Weaknesses PLAN **OPPORTUNITIES THREATS** 1) Strategies that Strategies that maximize minimize Threats 2) 2) **Opportunities** 3) 3) What opportunities are open to you? What threats could harm you? What trends can you take advantage of? What is the competition doing? What strengths offer opportunities? 4) What threats do your weaknesses cause? 4) **Opportunities Threats** 5) 5) 6) 6) 7) 7) 8) 8) 9) 10) 10)