

# SWOT Analysis Template

## STRENGTHS

- Where do we excel?
- What do our clients praise?
- Are we a known and trusted agency?
- Any influential partners?
- What unique tools or data do we have?
- What exclusive capabilities do we have?
- How strong are our profit margins?

## WEAKNESSES

- What can we be better at?
- What are common customer complaints?
- What client requests stump us?
- Any bottlenecks in service delivery?
- Is our tech stack behind the times?
- Are we using our resources in the best way?
- Do we have cash flow or debt issues?

## OPPORTUNITIES

- Can we exploit competitor weaknesses?
- Any neglected client pain points?
- Is there room for geographic growth?
- Are there new tools to enhance services or processes?
- Are there any unexplored niches we could serve?
- How could additional financing help our growth?
- Is the target market growing?

## THREATS

- Are there any new players in our market?
- Are existing players gaining ground on us?
- Could indirect competitors change course?
- What industry trends are creating headwinds?
- What new tools could disrupt our business model?
- Is the target market shrinking?
- What new legal constraints could hamper us?