



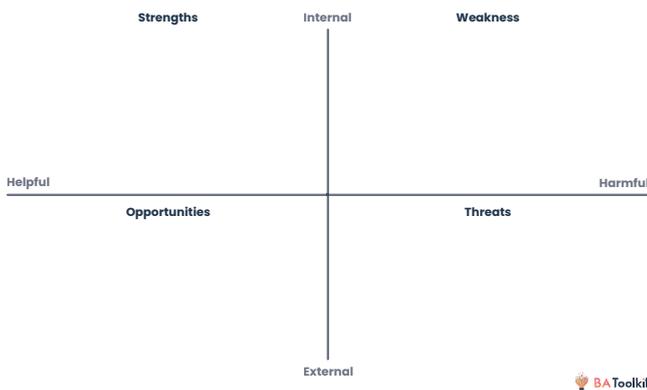
WHAT ARE THE SIX STEPS TO DO A SWOT ANALYSIS?

1

DRAWING A SWOT MATRIX?

You can draw your own SWOT matrix or use our template.

SWOT Matrix



The matrix is composed of two axes, creating four cells. On the horizontal axis, you can put the positive pole on the left and the negative pole on the right. On the vertical axis you can put the internal pole at the top and the external pole at the bottom. Now that we have the poles we can fill in the four boxes as follows:

- Strengths
- Weaknesses
- Opportunities
- Threats

2

LISTING YOUR COMPANY'S STRENGTHS

In this step, you should list all the characteristics of your company that give it advantages over its competitors.

To help you identify your strengths, here are some questions you can try to answer:

- According to others, what are your strengths?
- What do you do in a good way?
- On what exceptional resources can you rely?

Some examples of strengths:

- Internal resources such as a skilled and talented team.
- Tangible assets such as proprietary technology, capital, intellectual property, etc.
- Your kindness towards regular customers
- Rigorous management
- Exclusive sales proposals in your company
- Location

3

LISTING YOUR COMPANY'S WEAKNESSES

This matrix includes the characteristics of your company that put it at a disadvantage compared to competitors.

To help you identify your strengths, here are some questions you can try to answer:

- Where do you have fewer resources than others?
- What could be done better?
- What weaknesses might others see in you?



Some examples of weaknesses:

- Resource limitations
- Operating costs of the company
- Limited employee productivity
- Lack of funds
- Unattractive brand image compared to competitors

4 LISTING POTENTIAL OPPORTUNITIES

Any element of a company's external environment that allows it to thrive or implement strategies to improve its profitability should be included in this section.

To help you identify your strengths, here are some questions you can try to answer:

- What trends could be beneficial for you?
- What opportunities are available to you?
- How can you turn your strengths into opportunities?

For example, you could include the following:

- Low-cost competitors in the area
- An emerging need for a product or service that your company can develop or offer quickly
- A diverse and receptive market from which your company could benefit
- Successful partnerships

5 LISTING POTENTIAL THREATS

You should list the external elements in the environment that could compromise the profitability and integrity of your business

To help you identify your strengths, here are some questions you can try to answer:

- What threats could affect you?
- What threats do your weaknesses expose you to?
- What about competitiveness?

In this grid, you can incorporate factors such as:

- High interest rates
- A new competitor
- Rising unemployment rate
- Negative media coverage
- Changing weather conditions

6 ELABORER UNE STRATÉGIE EFFICACE

Once you have completed the SWOT matrix, you should sort the elements and features of each section according to their priority and importance. This will help you see the big picture and address the most important issues without losing sight of the potential benefits.



Then, you can try to answer the following questions to develop a good strategy:

- Is there a way to use your company's strengths to eliminate the threats that have been identified?
- Is it possible to use your strengths to capitalize on the opportunities that have been highlighted?
- Is it possible to eliminate the identified threats by minimizing your weaknesses?
- How could you address your weaknesses to take advantage of your opportunities?