



# Farry Riddell Business Consultancy

Level 6, Forsyth Barr House  
The Octagon  
Dunedin, NZ  
+64 3 477 0927

## EXAMPLE S.W.O.T ANALYSIS

**STRENGTHS:** In this part of the SWOT analysis you outline what it is your business does, unique elements to your business and business strengths.

**WEAKNESSES:** In this part of the SWOT analysis you outline any barriers specific to your business, things that may negatively impact it and any areas of the business that could be considered as a weakness and cause problems.

**OPPORTUNITIES:** In this part of the SWOT analysis you outline the ways in which your business could expand and improve. Or do you know something about the market? Is something closing down or is there a gap you could fill?

**THREATS:** In this part of the SWOT analysis you outline any potential risks to your businesses, could be other businesses, the economy, yearly downturns.

## OBJECTIVES

- A company objective here:  
-Ways in which you will achieve it here

*repeat as necessary!*