



Marketing SWOT



Your unbiased intel on one page –
so everyone stays on one page!

Strengths	Opportunities
What do we do better than our competitors? How is our product more competitive? How is our service more competitive? How/where is our pricing more competitive? What unique assets or resources do we have that competitors lack? What do the summaries indicate as a competitive advantage that might have been surprising? What wasn't surprising?	What trends can we act on? Now? In the far future? How can we capitalize on our competitive advantages? What emerging customer or market needs are we currently not addressing? What gaps do we have in our product/service? What ideas do you have for a new product/service? If you became CEO tomorrow, what would be your top priority for enhancing our competitive position? Should the company stop doing anything so we can focus on higher margin/high-value growth opportunities? Is there a technology or new process that could benefit our competitive advantage?
Weaknesses	Threats
What areas can the company improve most quickly and easily to win more business? What do we lack, that if we had, would help the company win more business? What are the most frequent customer complaints? What input have we received from customers of what needs improving?	Which competitors pose the biggest threats? Why? How have you observed competitors changing? How are competitors winning business opportunities over us? Have you heard by customers prefer our competitors? What customer pain points are we not addressing?