

SWOT Analysis Example

For the challenge you have identified, provide a description and how it affects the growth or your business:

BUSINESS CHALLENGE NAME	DESCRIPTION OF SPECIFIC ISSUE
Business Challenge #1: Marketing and Sales	<i>Digital marketing has been a struggle for our business because we are unable to target the right audiences with the best digital marketing tools. This affects our growth since we are unable to engage current customers or reach new ones.</i>

Business Challenge Name: Marketing and Sales

BUSINESS CHALLENGE #1	QUESTIONS	LIST OF STRENGTHS
Strengths	<ul style="list-style-type: none"> What do we do well in this area? What unique resources do we have in this area? What do others see as our strengths in this area? 	<ul style="list-style-type: none"> Good customer interaction on Twitter High brand awareness Mature and established reputation LinkedIn profile

BUSINESS CHALLENGE #1	QUESTIONS	LIST OF WEAKNESSES
Weaknesses	<ul style="list-style-type: none"> What could we improve in this area? Where do we have fewer resources than others in this area? What are others likely to see as our weaknesses in this area? 	<ul style="list-style-type: none"> Low interaction on Facebook fan page Facebook: Info is minimal and repetitive Small online voice on Facebook and Instagram

BUSINESS CHALLENGE #1	QUESTIONS	LIST OF OPPORTUNITIES
Opportunities	<ul style="list-style-type: none"> What opportunities are open to us in this area? What trends could we take advantage of in this area? How can we turn our strengths into opportunities in this area? 	<ul style="list-style-type: none"> Increase website traffic Improve online customer service Recruit new clients using online platforms Develop a strong online presence

BUSINESS CHALLENGE #1	QUESTIONS	LIST OF THREATS
Threats	<ul style="list-style-type: none"> What threats could harm us in this area? What is our competition doing in this area? What threats do our weaknesses expose us to in this area? 	<ul style="list-style-type: none"> Competitors have strong online presence Competitors have innovative digital campaigns

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