



Manual and Structure

SWOT Analysis

1. Strengths

The advantages your company has over competitors. It includes competitive differentiators, the strongest skills of your business. They may also relate to internal elements that benefit your enterprise or factors that are under your control – that you can, for example, decide whether to maintain or not.

Some questions you can ask yourself are:

- What are my best activities/products/services?
- What is my biggest competitive advantage?
- How happy are my customers?

2. Weaknesses

These are points that can harm and/or interfere negatively in the progress of the company. This step requires a lot of sincerity from the SWOT analysis performer once it is necessary to identify these "defects" of your business for the method to make sense.

The weaknesses found, then, need to be examined and observed individually. Thus, it will be possible to solve the problems they are generating. If it is not possible to solve them in the short run, it is recommended to try at least to reduce their effects or work around them, so that they are closer to being a strength than a weakness.



- Why was my competitor chosen instead of me?
- Are my employees ideal for this job?
- Why are my customers not engaged?

3. Opportunities

They are external forces that impact your company positively. You cannot control them, but you can take advantage of them – provided they are real and based on research or studies.

Moreover, they can arise at any time, and ideally, you should be prepared! We are talking about events such as a partnerships with competitors, a trend that increases the consumption of your product, changes in government economic policy, new laws, etc.

3. Threats

They are the opposite of opportunities: external forces that negatively influence your business. What are you afraid of? If this does happen, do you already know what to do? It is necessary to think about possible events that would harm your profits and the business as a whole.

Examples:

- Shortage of labor;
- Natural disasters;
- Data theft;
- New and better competitors, among others.



Template:

SWOT Analysis

4. Strengths

Compared to our competitors, our customer service is world-class, as we have an NPS score of 90.

1. Weaknesses

Our website visibility is low due to a lack of budget for marketing, and the number of transactions through mobile apps continues to decrease.

2. Opportunities

To improve the e-commerce visibility, we will promote advertising campaigns on YouTube, Facebook, and Instagram.

3. Threats

With a new e-commerce competitor planned to open next month, our customer base may decrease.

