

SWOT Analysis

Strengths - Weaknesses - Opportunities - Threats

Internal Factors

Strengths

What do you do well?
What training or experience do you have?
What do people tell you they like about your work?

Weaknesses

What do you not do well?
What do you dislike doing?

External Factors

Opportunities

Are there changes in the market you can take advantage of?
Is there training that will expand your market?

Threats

Are there changes in the market that are going to cost your customers?
Are there new competitors? Laws?