

# SWOT Analysis Worksheet



A free resource provided by Barb Schwarz,  
 Creator of Home Staging and CEO of Stagedhomes.com

<b>Strengths</b>	<b>Weaknesses</b>
<p>What do you do well?                      What unique resources and specialties do you have?                      What makes you stand out in the marketplace?</p> <ul style="list-style-type: none"> <li>• Define                             <ul style="list-style-type: none"> <li>○ your unique selling point</li> <li>○ marketing experience and skills</li> <li>○ money reserves</li> <li>○ personnel</li> <li>○ IT and technical systems</li> <li>○ communications skills</li> <li>○ managerial strengths</li> <li>○ accounting knowledge</li> <li>○ image and brand in the marketplace</li> <li>○ professional connections</li> <li>○ other skills</li> </ul> </li> </ul>	<p>What is currently missing in your operation?                      What resources beyond yours do competitors have?                      Are you not visible in the market?</p> <p>Define</p> <ul style="list-style-type: none"> <li>○ competitive disadvantages</li> <li>○ staff limitations</li> <li>○ space restraints</li> <li>○ time limitations</li> <li>○ insufficient marketing skills</li> <li>○ financial restraints</li> <li>○ IT and technical systems</li> <li>○ cash flow issues</li> <li>○ need for external financial help</li> <li>○ negative perceptions in the market</li> <li>○ other vulnerabilities</li> </ul>
<b>Write here</b>	<b>Write here</b>
<b>Gap Analysis</b>	
<b>Action Plan</b>	



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<b>Opportunities</b>	<b>Threats</b>
<p>What opportunities do you see in your market?            What positive trends are emerging?            How can your strengths become opportunities?</p> <ul style="list-style-type: none"> <li>• Define               <ul style="list-style-type: none"> <li>○ market developments</li> <li>○ industry and consumer trends</li> <li>○ national influence</li> <li>○ seasonal opportunities</li> <li>○ new marketing channels</li> <li>○ new target markets</li> <li>○ market opening for special niche</li> <li>○ vulnerabilities among others</li> <li>○ new contacts</li> </ul> </li> </ul>	<p>What improvements are needed?            What resources beyond yours do competitors have?            What may others see as your weaknesses?</p> <ul style="list-style-type: none"> <li>• Define               <ul style="list-style-type: none"> <li>○ Pending legislation</li> <li>○ environmental effects</li> <li>○ IT and technology</li> <li>○ seasonal challenges</li> <li>○ lower market demand</li> <li>○ clients' financial limitations</li> <li>○ new or expanded competitors</li> <li>○ new customer preferences</li> <li>○ vendors/partners out of business</li> </ul> </li> </ul>
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