
 [Company Name / Logo]

SWOT Analysis

_____ [DD/MM/YYYY]

Purpose & Objectives:	
<i>Use this table to explain why a SWOT analysis is being conducted. Is it part of a regular business strategy review process, or is it being conducted in response to a recent event?</i>	
Purpose	Objectives

SWOT Analysis		
<i>Use this table to conduct your SWOT analysis. Try to rank each item in order of importance/threat level.</i>		
Internal	Strengths	Weaknesses
External	Opportunities	Threats

Notes:
<i>Leave this space open for additional notes or inspiration that may arise during the analysis.</i>

Actionable Items & Projects:

Include any actionable items that have resulted from this analysis.

Action Item	Associated Department	Project Lead

Participants:

Include a list of all of the participants and their respective departments who contributed to this analysis.

Analysis Lead(s):

Other Participants:

Finalized Analysis On: _____ [DD/MM/YYYY]
Document Approved On: _____ [DD/MM/YYYY]

Signature/Initials (Analysis Leads) _____

Signature/Initials (Participants) _____

