**SWOTT (Strengths, Weaknesses, Opportunities, Threats, Trends) ANALYSIS**

**STRENGTHS**

What are the company’s competitive advantages? Is there anything that the company does better than majority of its competitors? What resources or capabilities does the company have that are particularly strong or well developed?

**WEAKNESSES**

What resources or capabilities does the company fall short in? What things has the company tried and failed at? What important management or operational processes or functions do not work particularly well?

**OPPORTUNITIES**

What things are happening that represent major opportunities for the company?What do you think are the best opportunities for the company in the future in terms of products or services? Is there another direction that you feel would provide the company with greater opportunity than it currently faces?

**THREATS**

What things are happening that represent the greatest threat to the company’s continued success? What is the worst thing that could happen to the company? What do you worry about?

**TRENDS**

What things are happening in your market place that may represent the most significant trends for the future? These may not represent opportunities or threats to your company just yet but they may develop into the one or the other at some point in the future.