

SWOT Analysis – Worksheet

Based on the free lesson at marketingteacher.com/swot-analysis. Pick a real business (or use one your teacher assigns) and complete the grid below.

Name: _____ Class: _____ Date: _____

1. Which business are you analysing? Briefly describe what it does and who its customers are.

2. Complete a SWOT grid for the business. Make every entry specific enough that someone else could act on it.

Strengths

Internal advantages the business already has (e.g. loyal customers, a strong brand, unique skills).

Weaknesses

Internal limitations holding it back (e.g. high costs, weak online presence, limited range).

Opportunities

External conditions it could exploit (e.g. a new market, a competitor struggling, a trend).

Threats

External conditions that could harm it (e.g. new regulation, a new competitor, rising costs).

3. Pick one Strength and one Opportunity from your grid. How could the business combine them into a specific strategy? (This pairing approach is called TOWS.)

4. Pick one Weakness and one Threat. What is the biggest risk if the business does nothing about them?
