



## HELPFUL

### STRENGTHS

Anything that sets the business apart from the competition

1. What makes your store unique/different from the others and competitors?

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2. What resources do you have that gives you an advantage over others?

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3. What does your store do well?

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4. What is the most successful area?

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INTERNAL

### OPPORTUNITIES

Areas that would improve commercial revenue

1. Which upcoming events could prove helpful in growing your business?

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2. Which outside trends will have a positive impact on you?

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3. Where could you find new customers?

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EXTERNAL



## HARMFUL

### WEAKNESSES

Any areas of improvement that have an impact on the store internally

1. What negative things about your store do you hear from customers?

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2. What are some common problems you always seem to run into?

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3. What areas need the most improvement?

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4. Why do potential customers fail to convert?

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INTERNAL

### THREATS

External things that would impact the ability to shop in the store  
(competitors, location, roadworks, etc.)

1. Are there any recent developments which may create challenges for you?

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2. What competitors might you face in the future?

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3. Which trends will have a negative impact on you?

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4. Is your market on a downward trajectory?

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EXTERNAL

<p style="text-align: center;"><b>STRENGTHS</b></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol>
<p style="text-align: center;"><b>STRENGTH &lt; OPPORTUNITY STRATEGIES</b></p> <p style="text-align: center;">Use Strengths to maximize Opportunities</p>	<p style="text-align: center;"><b>WEAKNESS &lt; OPPORTUNITIES STRATEGIES</b></p> <p style="text-align: center;">Minimize Weaknesses by using Opportunities</p>
<p style="text-align: center;"><b>STRENGTH &lt; THREATS STRATEGIES</b></p> <p style="text-align: center;">Use Strengths to minimize Threats</p>	<p style="text-align: center;"><b>WEAKNESS &lt; THREATS STRATEGIES</b></p> <p style="text-align: center;">Minimize Weaknesses to avoid Threats</p>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol>	<p style="text-align: center;"><b>THREATS</b></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol>