

SWOT ANALYSIS



A SWOT analysis is a simple but powerful strategic tool used to understand the position of a brand, product, service, or organisation. It examines four areas: Strengths, Weaknesses, Opportunities, and Threats. By exploring these areas in an organised way, marketers and brand leaders gain a clearer view of what is working well, what needs improvement, and where future potential or risk may exist.

You can use this template to organise your thinking, capture key insights, and guide clear decisions for your marketing and brand strategy, and it is best used in a collaborative session with your team so you can compare and align your individual results.

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS
