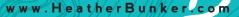


- For Makers and Artisans -





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Doing a SWAT Analysis will give you a better understanding of the things effecting your business or campaign and put you in place to take action.

## DOING THIS WILL HELP YOU:

Figure out your problems

Set or reaffirm goals

Create an awesome action plan

While you consider your analysis dont be afraid to not only look at your current situation but be open to new possibilities. Also realize that sometimes an opportunity can become a threat if everyone jumps on the same bandwagon.

Having a realistic and honest idea of the weaknesses and threats that exist for your work is the first hurdle to counter-attack. Put in place an awesome set of strategies that you can build and grow your strengths and opportunities, and you will already be ahead of the game.

S WHAT DO YOU DO WELL?	LIST YOUR DISADVANTAGES.
WHAT UNIQUE RESOURCES CAN YOU DRAW ON?	LIST YOUR LIMITATIONS.
WHAT DO OTHERS SEE AS YOUR STRENGTHS?	WHAT FACTORS HELP YOU LOSE SALES?
LIST YOUR ADVANTAGES.	UNCLEAR UNIQUE SELLING PROPOSITION.
STRENGTHS	WEAKNESSES
LIST YOUR OPPORTUNITIES TO IMPROVE.	EMERGING COMPETITORS?
UNDERSERVED MARKETS FOR SPECIFIC PRODUCTS?	WHAT BUSINESS OBSTACLES DO YOU FACE?
PRESS/MEDIA COVERAGE OPPORTUNITIES?	WHAT ARE YOUR COMPETITORS DOING?
	CHANGING CUSTOMER OPINIONS OF YOUR COMPANY?
OPPORTUNITIES	THREATS



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