

# SWOT

## Business Analysis

- For Makers and Artisans -

LET'S DO  
THIS!

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-M-  
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# SWOT

## Business Analysis

- For Makers and Artisans -

Doing a SWOT 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.

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WHAT DO YOU DO WELL?

WHAT UNIQUE RESOURCES CAN YOU DRAW ON?

WHAT DO OTHERS SEE AS YOUR STRENGTHS?

LIST YOUR ADVANTAGES.

STRENGTHS

W

LIST YOUR DISADVANTAGES.

LIST YOUR LIMITATIONS.

WHAT FACTORS HELP YOU LOSE SALES?

UNCLEAR UNIQUE SELLING PROPOSITION.

WEAKNESSES

O

LIST YOUR OPPORTUNITIES TO IMPROVE.

UNDERSERVED MARKETS FOR SPECIFIC PRODUCTS?

PRESS/MEDIA COVERAGE OPPORTUNITIES?

OPPORTUNITIES

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EMERGING COMPETITORS?

WHAT BUSINESS OBSTACLES DO YOU FACE?

WHAT ARE YOUR COMPETITORS DOING?

CHANGING CUSTOMER OPINIONS OF YOUR COMPANY?

THREATS



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