4. SWOT

Strengths, weaknesses, opportunities, and threats

Strengths

Think of all the strengths you have internally with your staff, your crew, your vendors, supply chain. What differentiates you from your competition in these areas?

Think of all the helpful opportunities outside of your company, what are some opportunities that are happening right now? Is there something that could be a great opportunity if you explored it further?

What are some things you want to start identifying now but haven't yet?

What are some ways you could partner with other people such as government opportunities, partnership opportunities, to get yourself leads in the door?

Weaknesses

What are some weaknesses your business has?

What kinds of threats and weaknesses do you have in your field?

What challenges could you face?

Competitors can be a huge threat. What are they doing differently than you? What ideas do they have that you could reinvent? How could you implement these ideas better? What advantages do you have over your competitors? How can you make these advantages even better?