



A "SWOT" (strengths, weaknesses, opportunities, threats) analysis of your company will tell you where you are relative to where you want to be.

	Strengths	Weaknesses	Opportunities	Threats
--	-----------	------------	---------------	---------

**Market Standing**

product life cycle	_____	_____	_____	_____
price movement	_____	_____	_____	_____
patents	_____	_____	_____	_____

**Innovation**

marketing	_____	_____	_____	_____
competitor intelligence	_____	_____	_____	_____
R&D resources	_____	_____	_____	_____

**Productivity**

relationship to industry	_____	_____	_____	_____
costs	_____	_____	_____	_____
role of integrated production	_____	_____	_____	_____

**Resources**

cash flows	_____	_____	_____	_____
equipment	_____	_____	_____	_____
access to international funds	_____	_____	_____	_____

**Profitability**

_____	_____	_____	_____	_____
-------	-------	-------	-------	-------

**Managers & Employees**

attitude	_____	_____	_____	_____
performance	_____	_____	_____	_____
development	_____	_____	_____	_____

**Company's Public Image**

_____	_____	_____	_____	_____
-------	-------	-------	-------	-------