



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**

\_\_\_\_\_