



Optometric Office

SWOT Analysis

SWOT

- Strengths – internal & positive
- Weaknesses – internal & negative
- Opportunities – external & positive
- Threats – external & negative

SWOT Analysis



SWOT Chart for OD Office

- Sample **Strength** Questions (write all answers on chart)
 - Why do patients like this office?
 - How do your hours compare with theirs?
 - What do we do better than our competitors?
 - What makes us different and better?
 - How is our level of general knowledge?
 - Location(s)?
 - Frame and lens selection?
 - Well known in community?
 - Do we have promotions?
 - Others?

SWOT Chart for OD Office

- Sample **Weakness** Questions
 - Do patients like our hours? Evenings? Weekends?
 - Do patients come in for promotions?
 - Do patients ever leave here upset? Why?
 - Is our frame selection broad enough?
 - How is access to our office?
 - Is our pricing competitive?
 - How are our competitors better?
 - What do we need to compete more effectively?
 - Staff turnover?
 - (Write all answers on chart)

SWOT Chart for OD Office

- Sample **Opportunity** Questions
 - What are some specific actions we could do differently?
 - What trends could we take advantage of?
 - How can we build on our competitors strengths?
 - How can we turn your strengths into opportunities?
 - (write all answers on chart)

SWOT Chart for OD Office

- Sample **Threat** Questions
 - What trends could harm your office?
 - What is your competition doing well?
 - What threats do your weaknesses expose you to?
 - If competition is reaching customers with ads, how can we reach customers?
 - (write all answers on chart)

Prioritizing Action Items - Strengths

- What are the top three points in our Strengths that will most positively impact our business?
- Focus on Strengths more than any other part of SWOT!



Prioritizing Action Items - Weaknesses

- What is the most important weakness we should address? Can we address it? If so, how?



Prioritizing Action Items - Opportunities

- What is our greatest opportunity for growth and improvement? How will we implement it?

Prioritizing Action Items - Threats

- What is the greatest threat to our business? How can we actively address it?




Business Model

- Is our business model still correct?
- If change is needed, what specific changes are necessary?



Value Proposition

- Is our value proposition attractive to our patients?
- Can we improve our value proposition? If so, how?



From this SWOT analysis, what is our action plan moving forward?

- What strengths will we build on and how?
- What weakness will we address and how?
- What opportunity(s) can we build on for growth and or improvement?
- What threat can we mitigate and how?

SWOT Follow-up

- Plan to review your SWOT Analysis at least every 6-12 months.
- A SWOT analysis is a 'living and evolving' document and must be updated along with your competitive actions.