

Internal	Strengths	Weaknesses
	<ul style="list-style-type: none"> ✓ Your specialist marketing expertise ✓ A new, innovative product or service ✓ Location of your business ✓ Quality processes and procedures ✓ Any other aspect of your business that adds value to your product or service 	<ul style="list-style-type: none"> ✓ Lack of marketing expertise ✓ Undifferentiated products or services (i.e. in relation to your competitors) ✓ Location of your business ✓ Poor quality goods or services ✓ Damaged reputation
External	Opportunities	Threats
	<ul style="list-style-type: none"> ✓ A developing market such as the Internet ✓ Mergers, joint ventures or strategic alliances ✓ Moving into new market segments that offer improved profits ✓ A new international market ✓ A market vacated by an ineffective competitor 	<ul style="list-style-type: none"> ✓ A new competitor in your home market ✓ Price wars with competitors ✓ A competitor has a new, innovative product or service ✓ Competitors have superior access to channels of distribution ✓ Taxation is introduced on your product or service