

WHAT IS A SWOT ANALYSIS?

SWOT analysis is a simple business evaluation method that highlights the strengths, weaknesses, opportunities, and threats of an enterprise to allow for improvement.

A SWOT analysis will help you move forward with your business by making impartial assessments of your brand or business, market position, a particular channel or campaign, and an initiative or new project.

You can apply the SWOT technique to any aspect of your business requiring internal or external strategic planning. With this approach, you will gain valuable insight into several aspects of your business and avoid making costly mistakes.

WHAT DOES THE ACRONYM SWOT STAND FOR?

**S = Strengths
W = Weaknesses
O = Opportunities
T = Threats**



DIVERGENT MEDIA TEMPLATE

SWOT ANALYSIS



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STRENGTHS

1

2

3

4

5

WEAKNESSES

1

2

3

4

5

OPPORTUNITIES

1

2

3

4

5

THREATS

1

2

3

4

5