**[A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11731&utm_source=integrated-content&utm_campaign=/content/how-to-do-swot-analysis&utm_medium=Common+SWOT+Analysis+Examples+Checklist+doc+11731&lpa=Common+SWOT+Analysis+Examples+Checklist+doc+11731)COMMON SWOT ANALYSIS   
EXAMPLES CHECKLIST**

This is a list of the most common entries for a business SWOT analysis. Within each category (i.e., strengths, weaknesses, opportunities, and threats), copy the entries that apply to your business and paste them into a separate SWOT template to start your own analysis.

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| STRENGTHS |  | WEAKNESSES |
| * Great brand recognition * Established market presence * Experienced workforce * Efficient budgeting * Reliable financial position * Innovative products and services * Modern technology or systems * Well-managed operations * High customer satisfaction * Established distribution channels * Efficient processes * Ongoing partnerships and collaborations * Competitive advantage * Diverse product or service offerings * High employee morale and engagement |  | * Poor brand recognition * Limited or new market presence * Inexperienced workforce * Inefficient budgeting * Weak financial position * Lack of innovation in products or services * Outdated technology or systems * Poorly managed operations * Low or middling customer satisfaction * Limited distribution channels * Inefficient processes * Weak or nonexistent partnerships or collaborations * No competitive advantage * Limited product or service offerings * Low employee morale and engagement |

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| OPPORTUNITIES |  | THREATS |
| * Growing market demand for products and services * Emerging or untapped markets * Policy changes that could benefit business * Advancement in or adoption of technology that improves operations or creates new products or services * Strategic partnerships and collaborations with other businesses * Expansion of distribution channels or geographic reach * New customer segments or target markets * Consumer trends or preferences that align with business's offerings * Increasing customer demand for sustainable and ethical products and practices * Changing economic conditions and increased consumer spending * Acquisition of new talent or resources * Decreasing competition |  | * Intense competition within industry * Economic downturns or instability * Changing consumer preferences or trends that may not align with business's offerings * Advancing technologies that could render business's products or services obsolete * Changes in regulations that could negatively impact business * Supply chain disruptions or shortages * Rising costs of materials, labor, or other resources * Cybersecurity threats or data breaches * Natural disasters or environmental factors * Negative publicity or damage to brand's reputation * Failure to keep up with changing market dynamics * Changes in international trade policies or tariffs * Legal issues or lawsuits |

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