

SWOT and Competitor Analysis

Internal	Strengths:	Weaknesses:
	<u>1.</u>	<u>1.</u>
	<u>2.</u>	<u>2.</u>
	<u>3.</u>	<u>3.</u>
	<u>4.</u>	<u>4.</u>
External	Opportunities	Threats
	<u>1.</u>	<u>1.</u>
	<u>2.</u>	<u>2.</u>
	<u>3.</u>	<u>3.</u>
	<u>4.</u>	<u>4.</u>
	<u>5.</u>	<u>5.</u>

Competitor Analysis		
1.	2.	3.
Location/s:	Location/s:	Location/s:
Core Products/Services:	Core Products/Services:	Core Products/Services:
Pricing:	Pricing:	Pricing:
Target Market/Customers:	Target Market/Customers:	Target Market/Customers:
Strengths:	Strengths:	Strengths:
Weaknesses:	Weaknesses:	Weaknesses:
Competitive Advantage:	Competitive Advantage:	Competitive Advantage: