



Workforce Australia

Employment. Skills. Support.

SWOT and Competitor Analysis Summary

SWOT Analysis Summary

Strengths Analysis

How can your main strengths be communicated to customers (what are the benefits?)

Business Name:

Weakness Analysis

What actions are required to resolve or overcome the main weaknesses?

Competitor Analysis Summary

Based on your assessment of your competitors, what are your unique selling points for your business?

Opportunities Analysis

What actions are required to leverage the main opportunities?

Threats Analysis

What risk mitigation actions are required to reduce the impact of these threats?