



EUROPEAN UNION



SWOT Analysis Template

A SWOT analysis is all about summarising the **strengths** and **weaknesses** of your business idea, ascertaining any **opportunities** that you might be able to take advantage of, and working out any **threats** that could potentially put your business at risk. Use the template below to note down some initial thoughts, using examples from the slide to help you.

Strengths

Weaknesses

Opportunities

Threats