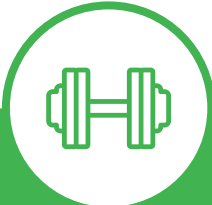


Company Name \_\_\_\_\_

# SWOT ANALYSIS



**STRENGTHS**



**WEAKNESSES**



**OPPORTUNITIES**



**THREATS**

Company Name \_\_\_\_\_

Marketing Theme:	
Category	Strategy
What is our purpose/mission?	
What sets me apart from the competition?	
What works best with our current marketing?	
What is a new referral avenue I haven't explored?	
How could I enhance and grow our online presence/marketing?	
What are the Top 3 goals for 30, 60 90 days?	
What will trigger out referral partners to think of us?	
How much money will be needed to accomplish my goals?	