

A SWOT ANALYSIS

- 1) Print the following pages, one each for customer, context and company.
- 2) On each page list observations about your brand from each perspective on the basis of each question at the top of the pages.
- 3) Use the SWOT analysis grid to classify each observation from step two into the grid boxes.
- 4) Look at the SWOT analysis as a whole and decide if your brand is well positioned in a volatile market—and if not, what needs to change.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

- A. STRENGTHS—INHERENT OR INTERNAL FACTORS THAT CAN HELP YOUR BRAND ADAPT TO CHANGES**
- B. WEAKNESSES—INHERENT OR INTERNAL FACTORS THAT HINDER YOUR BRAND'S ADAPTABILITY**
- C. OPPORTUNITIES—INDEPENDENT OR EXTERNAL FACTORS THAT CAN HELP YOUR BRAND ADAPT**
- D. THREATS—INDEPENDENT OR EXTERNAL FACTORS THAT JEOPARDIZE YOUR BRAND'S ADAPTABILITY**