

# 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.

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|----------------------|-------------------|
| <b>STRENGTHS</b>     | <b>WEAKNESSES</b> |
| <b>OPPORTUNITIES</b> | <b>THREATS</b>    |

- 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**

# CUSTOMER

**WHAT ARE CUSTOMERS' OPINIONS ABOUT YOUR BRAND, WHAT YOU OFFER AND HOW YOU SERVE THEM VS. YOUR COMPETITORS?**

# CONTEXT

**HOW ARE KEY TRENDS IN YOUR CATEGORY, SUCH AS TECHNOLOGY DEVELOPMENTS AND MACRO FACTORS SUCH AS THE ECONOMY, IMPACTING YOUR BRAND PERFORMANCE?**

# COMPANY

**HOW WELL ARE YOU LEVERAGING YOUR CAPABILITIES, ASSETS AND  
RESOURCES TO DIFFERENTIATE AND PROMOTE YOUR BRAND?**