

## SWOT Analysis Template

Strengths	Weaknesses
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.
Opportunities	Threats
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

## Critical Success Factors

Review the items you have listed in your SWOT and consider what needs to happen in each to:

- Build on your strengths
- Eliminate or minimise your weaknesses
- Exploit opportunities (usually using your strengths)
- Develop strategies to deal with threats

These critical success factors (CSFs) become a key component in formulating your business plan, you can write them down in the spaces below.

**Critical Success Factor 1:**

To build on Strength 1 I/we have to:

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**Critical Success Factor 2:**

To build on Strength 2 I/we have to:

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**Critical Success Factor 3:**

To eliminate Weakness 1 I/we have to:

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**Critical Success Factor 4:**

To eliminate Weakness 2 I/we have to:

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**Critical Success Factor 5:**

To Exploit Opportunity 1 I/we have to:

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**Critical Success Factor 6:**

To Exploit Opportunity 2 I/we have to:

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**Critical Success Factor 7:**

To deal with Threat 1 I/we have to:

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**Critical Success Factor 8:**

To deal with Threat 2 I/we have to:

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