

Environmental Scan – SWOT Analysis

Before you put together your business or marketing strategy, you should conduct an environmental scan, or analysis of strengths, weaknesses, opportunities and threats (SWOT) to make sure that you are looking outside your organization and to provide data for your marketing strategy. This can also help you determine where your best opportunities are and where you might be wasting your time and money. A customer survey can provide valuable input.

Strengths:

- What can your organization do that others cannot?
- At what is your organization better than others?
- How are you valuable to your customers, or what is your “value proposition?”

Weaknesses:

- What do others do that your organization does not?
- Where can others do better than your organization?

Opportunities:

- What is going on that is to your organization’s advantage?
 - In the overall economy, globally, etc.
 - In your organization’s industry
 - With your current and potential customers
 - With your current and potential competitors
- What can your organization do to improve its position?

Threats:

- What is going on that could hurt your organization?
 - Overall
 - In your industry
 - With your current and potential customers
 - With your current and potential competitors