

SWT worksheet



1 Strengths / core competencies

What are the inherent strengths of the organisation that have been the source of your strength?

Be general (not specific).

2 Weaknesses

What are the inherent weaknesses of the organisation that aren't likely to change?

Example: 3M – strength is innovation, weakness is sales and marketing – so they focus on becoming the partner of choice for others who are good at marketing.

3 Trends

What are the significant changes in technology, distribution, product innovation, markets, consumers, and social trends likely to be relevant in the post COVID-19 world that will impact on your business?

Push for self-sufficiency, more domestic focused market (less international), integrity of supply chain, risk pricing of future returns, local preference, and safety of consumer space.