

I want to develop a clear plan  
by evaluating how I am doing and what my options are

SWOT ANALYSIS

**Strengths**  
What do you do better than anyone else?  
What makes you unique?  
What unique or lowest-cost resources can you draw upon that others can't?  
What do people in your market see as your strengths?

INTERNAL FACTORS

**Weaknesses**  
What could you improve?  
What should you avoid?  
What are things that users might see as weaknesses?

**Opportunities**  
Do people have a need?  
Do people prefer something else?  
Are there any changes in technology?  
Are there changes in government policy?

EXTERNAL FACTORS

**Threats**  
What challenges do you face?  
What are your competitors doing?  
Is changing technology making things difficult?  
Is there an issue with finances?