

# SWOT ANALYSIS



Business Idea: \_\_\_\_\_

What makes your product or service the best?  
What is your unique selling point (USP)?

What might make this idea unsuccessful?  
What could be improved?

**S**  
STRENGTHS

WEAKNESSES  
**W**

What does your market want or need?  
Where is their a gap in the market?

Who are your competitors?  
What obstacles might be a challenge?

**O**  
OPPORTUNITIES

**T**  
THREATS