[Project Title]

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| Strengths | Weaknesses |
| * What do we do well that gives us an advantage? * What do our customers love about us? * What unique resources, skills, or assets do we possess? * What is our greatest area of efficiency? | * Where are we vulnerable? * Where do we lack efficiency? * What are our customers’ primary complaints that we need to address to be better? * What do our competitors do better? |
| Opportunities | Threats |
| * What market trends or emerging technologies can we leverage? * What partnerships can we create to help us grow? * What is missing in our market that we could offer? | * What are our obstacles? * What competition, regulatory changes, or economic factors should we be wary of? * What technologies could replace our products or services? |

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| Key Takeaways |
| * What are our main takeaways from this analysis? * What are our action items? |