

# What is a SWOT analysis, and how do I create one?

SWOT stands for **Strengths, Weaknesses, Opportunities** and **Threats**. A SWOT analysis provides a framework you can use to help determine how best to gain an advantage over your competitors. It can help you identify and understand factors inside and outside of your company that may be holding you back, as well as positive aspects you should nurture and promote. Refer to [How to create a SWOT analysis](#) to learn how a SWOT analysis can help support your business planning process.

## Create your own SWOT analysis

Taking a clear, honest look at your business, brainstorm a list of questions for each category. We've provided some examples to help get you started. **(Note: To avoid losing your work, remember to save this PDF to your desktop before you begin.)**

Strengths

Weaknesses

Opportunities

Threats