

SWOT Analysis - Growth Forecast Document

Project/Business Name: _____

Date: _____ | Prepared By: _____

Strengths

- [Sample] Strong brand recognition in target markets
- [Sample] Dedicated and skilled workforce
- [Sample] Robust financial position

Weaknesses

- [Sample] Limited geographic presence
- [Sample] High operational costs
- [Sample] Dependence on a single revenue stream

Opportunities

- [Sample] Emerging markets expansion
- [Sample] Partnering with local distributors
- [Sample] Adoption of new technologies

Threats

- [Sample] Increasing competition from global players
- [Sample] Regulatory changes in major markets
- [Sample] Shifts in consumer preferences

Important Notes:

- Accuracy in assessment enables informed strategic planning.
- Review and update SWOT regularly as market conditions evolve.
- Base analysis on reliable data, not assumptions.
- Use findings to prioritize actions and resource allocation.
- Maintain objectivity—recognize both internal and external factors.