



HYDRA STRATEGIES

# **SWOT Analysis**

## **Strengths**

**Description:** Internal positive attributes that give the business an advantage. Strengths are unique qualities, resources, or capabilities that help the business succeed. Encourage clients to think about what they do well, resources they have, or any competitive edge.

**Example:** A small coffee shop's strength could be its commitment to sourcing organic, locally-grown coffee beans, which sets it apart from larger chains.

## **Weaknesses**

**Description:** Internal limitations or areas for improvement that might hold the business back. Weaknesses could be gaps in skills, resources, technology, or aspects where competitors might have an edge. Clients should consider what they need to improve or any recurring challenges.

**Example:** For the same coffee shop, a weakness might be the lack of an online ordering system, making it harder to compete with shops that offer mobile ordering.

## **Opportunities**

**Description:** External factors that the business can capitalize on to grow or improve. Opportunities often come from market trends, changes in consumer needs, technological advances, or new regulations that the business can leverage.

**Example:** An opportunity for the coffee shop could be the growing popularity of eco-friendly practices, which aligns with their commitment to local sourcing and could attract environmentally-conscious customers.

## **Threats**

**Description:** External challenges that could hinder the business. Threats could include competition, changes in the economy, shifts in customer behavior, or new regulations. They should think about anything that might negatively impact their business and how to plan for it.

**Example:** A threat to the coffee shop could be the opening of a large chain cafe nearby, which could draw away some of their customer base.



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<b><u>Opportunities</u></b>	<b><u>Threats</u></b>