

HHS275: ENTREPRENEURIAL PERSONAL BRANDING

SWOT Analysis

A **SWOT analysis** is a tool for auditing an organization/self and its environment. It is the first stage of planning and helps marketers/people to focus on key issues.

Strengths

What do you do well?
What unique resources can you draw on?
What do others see as your strengths?

Weaknesses

What could you improve?
Where do you have fewer resources than others?
What are others likely to see as a weakness?

Opportunities

What opportunities are open to you?
What trends could you take advantage of?
How can you turn your strengths into opportunities?

Threats

What threats could harm you?
What is your competition doing?
What threats so your weaknesses expose you to?