

HELPFUL

HARMFUL

INTERNAL

What is good about the product or gives it advantages? (applies to you too)

- 1. _____
- 2. _____
- 3. _____

STRENGTHS

What places you, or the product, at a disadvantage? What must be overcome? What are you not good at?

- 1. _____
- 2. _____
- 3. _____

WEAKNESSES

Product

OPPORTUNITIES

What circumstances favor you? What situations can you leverage for success? What could the future of the product/brand be if everything goes right?

- 1. _____
- 2. _____
- 3. _____

THREATS

What torpedoes do you need to prepare for or avoid? How can you mitigate the risk? What creates your biggest risk of failure?

- 1. _____
- 2. _____
- 3. _____

EXTERNAL