

I want to develop a clear plan  
by evaluating how I am doing and what my options are

## Swot Analysis

### Strengths

What do you do better than anyone else?  
What makes you unique?  
What unique or lowest-cost resources can you draw upon that others can't?  
What do people in your market see as your strengths?

### Weaknesses

What could you improve?  
What should you avoid?  
What are things that users might see as weaknesses?

Internal factors

### Opportunities

Do people have a need?  
Do people prefer something else?  
Are there any changes in technology?  
Are there changes in government policy?

### Threats

What challenges do you face?  
What are your competitors doing?  
Is changing technology making things difficult?  
Is there an issue with finances?

External factors