

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