

PAGE 1: FILLED EXAMPLE

Example: SaaS product market analysis

### **+** STRENGTHS

Internal – Positive

- Strong engineering team
- Unique AI features
- Low operating costs
- High customer satisfaction

### **-** WEAKNESSES

Internal – Negative

- Low brand awareness
- Limited sales capacity
- Missing enterprise features

### **+** OPPORTUNITIES

External – Positive

- Growing remote work market
- AI trend in B2B space
- Consulting partnerships

### **-** THREATS

External – Negative

- Strong competition
- Economic uncertainty
- Rapid technology changes

## TOWS STRATEGIES From grid to action: 4 strategy combinations

### **SO** Strengths x Opportunities

Leverage strengths to pursue opportunities.

AI features + B2B trend: launch an enterprise tier.

### **WO** Weaknesses x Opportunities

Fix weaknesses to avoid missing opportunities.

Build sales capacity before competitors move.

### **ST** Strengths x Threats

Use strengths to defend against threats.

High customer satisfaction as moat vs. competition.

### **WT** Weaknesses x Threats

Fix vulnerabilities before they become critical.

Prioritize enterprise features before churn risk grows.

# SWOT Analysis

## PAGE 2: FILL IN

Strengths/Weaknesses = internal. Opportunities/Threats = external. Fill in each quadrant.

TOPIC / PROJECT \_\_\_\_\_

**+ STRENGTHS**  
Internal – Positive

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**- WEAKNESSES**  
Internal – Negative

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**+ OPPORTUNITIES**  
External – Positive

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**- THREATS**  
External – Negative

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## TOWS STRATEGIES From grid to action: 4 strategy combinations

**SO Strengths x Opportunities**  
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Use strengths to defend against threats.

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