

BUSINESS SWOT ANALYSIS

A SWOT analysis allows you to assess your business by looking at its strengths, weaknesses, threats and opportunities.

As we face a significant sociological and economical shift amidst the Coronavirus pandemic, it is important to assess your current position, in order to know how to best respond and adapt your business.

Complete the fields to the right, using our hints to spark thoughts and ideas, but do not limit yourself only to these areas.

When you have completed the SWOT analysis, review your conclusions to help formulate a new strategy.

When things inevitably change, we encourage you to again reassess your business strategy to give you the best outcome possible.

For more support on building a strategy for your business during this time, please contact hello@ginger-root.co.uk

STRENGTHS

Recognising your strengths during uncertain times gives your business a focus.

What does your company have that may meet or attract new demand during the outbreak?

Do you have a good reputation and customer loyalty to regain lost business after the outbreak?

Do you have any connections who may be able to support you during this time?

WEAKNESSES

It is important to clearly identify your business' weaknesses so that you can strategise ways to get around them.

What changes has the outbreak made to your business?

What could you do better to improve communications to your audience?

OPPORTUNITIES

There is still opportunity in adversity. Creatively explore what form this takes for your business.

Can you temporarily adapt your services to maintain delivery?

Do you now have time to focus on your brand and brand related work?

Can you nurture customer relationships via social media?

What strategies can you think of for the re-opening of your business?

THREATS

Early recognition of both immediate and approaching threats better your ability to overcome them.

Consider the possible changes to your customer's buying habits during the pandemic, including how they shop and what they buy.