

# Distinctive SWOT Example

	Strengths	Weaknesses
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- Potential to purchase additional plant and equipment to support expansion</li> <li>- Customers industry is in a period of double digit growth that is expected to continue</li> </ul>	<p>Area where opportunities are aligned to your Strengths</p> <p><b>For example</b> Growth in your customers industry will create additional demand for your products is aligned to your ability to scale up production</p> <p>The opportunities that fall into this region will be <i>easier</i> to take advantage of</p>	<p>Area where opportunities are aligned to your weaknesses</p> <p><b>For example</b> The potential to purchase additional plant and equipment to expand into new markets is aligned to limited ability to raise capital</p> <p>The opportunities that fall into this region will be <i>harder</i> to take advantage of</p>
<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>- Low cost imports</li> <li>- Low cost regions have high innovation and investment in research and development</li> </ul>	<p>Area where threats are aligned to your strengths</p> <p><b>For example</b> The threat of low cost imports is mitigated by the absolute cost advantage from new plant and equipment and proximity to customers</p> <p>The threats that fall into this region will be <i>easier</i> to mitigate</p>	<p>Area where threats are aligned to your weaknesses</p> <p><b>For example</b> Limited investment in research and development could be a major risk with innovative companies in low cost regions investing in research and development</p> <p>The threats that fall into this region will be <i>harder</i> to mitigate and will leave your business exposed</p>