## Distinctive SWOT Example

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Plant and equipment is new and provides an overall cost advantage over our competitors</td>
<td></td>
</tr>
<tr>
<td>- Proximity to customers</td>
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<tr>
<td>- Ability to scale up production in increments</td>
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<tr>
<td>- Limited capacity to raise capital</td>
<td></td>
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<tr>
<td>- Limited relationship with major customers</td>
<td></td>
</tr>
</tbody>
</table>

### Opportunities
- Potential to purchase additional plant and equipment to support expansion
- Customers industry is in a period of double digit growth that is expect to continue

**Area where opportunities are aligned to your Strengths**

**For example**
Growth in your customers industry will create additional demand for your products is aligned to your ability to scale up production

The opportunities that fall into this region will be *easier* to take advantage of

**Area where opportunities are aligned to your weaknesses**

**For example**
The potential to purchase additional plant and equipment to expand into new markets is aligned to limited ability to raise capital

The opportunities that fall into this region will be *harder* to take advantage of

### Threats
- Low cost imports
- Low cost regions have high innovation and investment in research and development

**Area where threats are aligned to your strengths**

**For example**
The threat of low cost imports is mitigated by the absolute cost advantage from new plant and equipment and proximity to customers

The threats that fall into this region will be *easier* to mitigate

**Area where threats are aligned to your weaknesses**

**For example**
Limited investment in research and development could be a major risk with innovative companies in low cost regions investing in research and development

The threats that fall into this region will be *harder* to mitigate and will leave your business exposed