

MARKETING PLAN SWOT ANALYSIS MATRIX EXAMPLE

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S

In the *Strengths* section of a marketing SWOT template, one should identify and list the unique advantages and core competencies of the company in the context of the market and competitors.

Strengths

W

In the *Weaknesses* section of a marketing SWOT template, one should pinpoint and detail the internal vulnerabilities or areas in need of improvement that might impede the company's growth or performance in the market.

Weaknesses

O

In the *Opportunities* section of a marketing SWOT template, one should identify external factors or trends that the company can capitalize on for growth, market expansion, or increased revenue.

Opportunities

T

In the *Threats* section of a marketing SWOT template, one should list external challenges, risks, or barriers that might prevent the company from achieving its goals or might adversely affect the firm's operations.

Threats

MARKETING PLAN SWOT ANALYSIS MATRIX

S		strengths
W		weaknesses
O		opportunities
T		threats

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