**nb:** social be socially different

SWOT analysis

What is a SWOT analysis? It’s a framework to help analyse your business’s strengths, weaknesses, opportunities, and threats. It helps you to identify what you do well, to address areas of improvement, to minimise risks and to take advantage of chances for growth.

|  |  |
| --- | --- |
| strengths   * List at least 5 * Some examples below: * Some examples could be your product or service is better quality than your competitors. * 24/7 customer support | weaknesses   * List at least 5 * Some examples below: * Missing expertise in some areas * Small budget for certain resources |
| opportunities   * List at least 5 * Some examples below: * Technology advancements that will support the growth of your business * Establishing partnerships that will help increase brand awareness and market share. | threats   * List at least 5 * Some examples below: * Change in legislation * Increasing prices on sourcing materials |

Once you’ve finished your SWOT analysis, it’s time to put a plan of action on how you’ll address and improve the above to drive your business forward. Need some advice? Contact me via [**naomi@nbsocial.media**](mailto:naomi@nbsocial.media)or follow me on Instagram [**@nbsocial.media**](https://www.instagram.com/nbsocial.media/) for social media marketing tips and advice.