SWOT - External

All businesses face positives and negatives, both internal and external. Rarely are all of these factors constant. Take a look at the state of your own business as it is **now**.

S	**W**	***Internal***
O	**T**	***External***

How could each of these concerns affect your stability, growth and profitability?

1) Review the list and write any additional factors you think are important

2) Place a ✓ by the opportunity or threat column as you evaluate each factor.

EXTERNAL CONCERNS

	Opportunity	Threat	Why?
• Health factors			
• Other environmental concerns			
• Government regulations and taxes			
• Political factors			
• Economic factors			
• Industry growth			
• Direct competitors			
• Our market position			
• Internet / technology			
• Our customer relationships			
• Our suppliers			
• Availability of labor			

Discussion

- Are there **common** opportunities and threats for most businesses right now?
- What are the most volatile or susceptible to change factors?
- What are the top three factors LEAST in our control?
- What are the three factor MOST in our control?
- What are these **external** factors likely to look like in 3 to 6 months?

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