| **Hi There!**  Thanks for downloading this template    You Can Edit This Version To Fit Your Needs. |
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| **What is SWOT Analysis Template?**  SWOT analysis is a powerful tool for carrying out market and competitive analysis. It helps you have a foresight of the opportunities that would come your way and the threats you will have to deal with.  This template can help you in the following ways:   1. It will help you conduct a SWOT analysis for your business. 2. You can also use it for surveying your competitor’s strengths and weaknesses and for interpreting how that will impact you.   SWOT analysis helps you in formulating new strategies as well as in upgrading the existing ones.  It can help you in stayingone step ahead of all your competitors. |

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**SWOT Analysis Template**

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| --- | --- |
| **Strengths** | Weaknesses |
|  |  |
| **Opportunities** | Threats |
|  |  |

**SWOT Analysis Example**

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| --- | --- |
| **Strengths** | Weaknesses |
| * High-Quality Product * Strong Marketing Strategy * Good Online Presence * A proper financial system | * Lack of a tangible target * Mismanaged Team * Lack of foresight to keep up with the changing market * Lack of a strategy to make products more cost-effective. |
| **Opportunities** | Threats |
| * Increasing demand for quality services over prices * Most people acquire product/service information online these days * Several options to gain funds due to well-managed finances | * Need to keep up with the constantly changing market * Competitors offering similar quality products at lower prices * The rapid technological advancement might make your product outdated. |

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| * Wide Variety of Visual Content * Easy to keep a track of what you like through pins * Easily Shareable | * Does not capture the entire potential market * Has no system to protect images from piracy * Has no paid ads to earn revenue |
| Opportunities | **Threats** |
| * Increase in consumption of visual data * Market demand for high-quality images * Increase in market size of DIY products | * Threat to Site’s credibility * Threat from competitors marketing to a wider category of audience. * Threat from people who copy content without giving credits * Threat from platforms with a better structure |

**SWOT Analysis Example ofPinterest**