

SWOT-Analysis Form

SWOT stands for "Strength, Weakness, Opportunity, Threat." This form includes a quadrant for each. List variables that pertain to each in the appropriate quadrant, keeping in mind the definitions.

Site Location:

City _____ State _____

Strength: A resource or capacity of the area that can be used effectively to achieve objectives now or in the future.	Weakness: A limitation, fault or defect of the location that likely will hinder achievement of objectives now or in the future.
1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____ 9. _____ 10. _____	1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____ 9. _____ 10. _____
Opportunity: Any favorable situation present now or in the future in that particular area.	Threat Any unfavorable situation that is damaging now or could prove damaging in the future.
1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____ 9. _____ 10. _____	1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____ 9. _____ 10. _____