

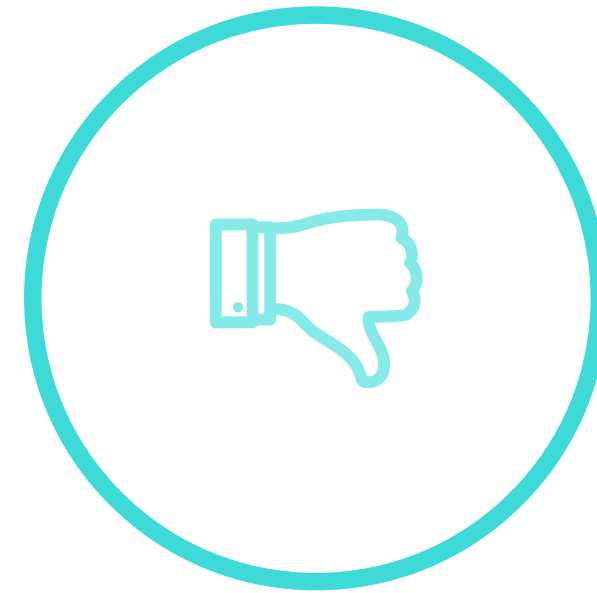
# S.W.O.T. ANALYSIS

EVALUATE YOUR STORE...WHAT DO YOU NEED TO ADDRESS BEFORE HOLIDAY?

**ACTION STEPS:** 1. DISCUSS WITH YOUR TEAM & COMPLETE SWOT      2. REVIEW/ALIGN WITH DISTRICT MANAGER      3. PRIORITIZE AND CREATE ACTION PLAN

## STRENGTHS

- What are you doing well
- What sets you apart?
- What are your good qualities?



## WEAKNESSES

- Where do you need to improve?
- Are resources adequate? What do others do better than you?

## OPPORTUNITIES

- What are your goals?
- Are demands shifting?
- How can it be improved?



## THREATS

- What are the blockers you're facing?
- What are factors outside of your control?

**USE THIS WORKSHEET TO COLLECT ANSWERS**



**STRENGTHS**



**WEAKNESSES**



**OPPORTUNITIES**



**THREATS**

# SWOT Action Plan

Completed by:

01 Action Plan	02 Action Plan	03 Action Plan	04 Action Plan	05 Action Plan
<i>What:</i>	<i>What:</i>	<i>What:</i>	<i>What:</i>	<i>What:</i>
<i>Who:</i>	<i>Who:</i>	<i>Who:</i>	<i>Who:</i>	<i>Who:</i>
<i>When:</i>	<i>When:</i>	<i>When:</i>	<i>When:</i>	<i>When:</i>