Key Activities (SWOT Analysis)

Vision/purpose of the business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

a) People/Customer relations

b) Product and/or services you supply

c) Promotions/customer segments

d) Price

e) Place

f) Resources

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| STRENGTHS | WEAKNESSES |
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| **Competency development** | RATE YOUR ANSWER FROM 1 -10  1 - STRONGLY DISAGREE  10 – STRONGLY AGREE | | | | | | | | | |
| I have all the competencies I need to be successful. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I know exactly what it means to be an entrepreneur. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I am good at networking; I am able to build a functioning network of business contacts. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Entrepreneurship is in my DNA; I am highly motivated to be an entrepreneur. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| My business gives me a solid foundation for the future. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I enjoy learning new things and constantly improving my business. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I know exactly what my competitive advantage is and I use it in business. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I can manage stress and have a good work/life balance. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

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| **Marketing** | RATE YOUR ANSWER FROM 1 -10  1 - STRONGLY DISAGREE  10 – STRONGLY AGREE | | | | | | | | | |
| I have a detailed marketing plan for the next one to two years. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I know exactly which marketing tools are the most effective in my industry. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| My product/service is well established in the market. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I know my customers and their needs and wishes. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I know how to measure the effectiveness of my marketing activities. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| The pricing of my product/service is effective – it works for both clients and myself. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| My advertising is eye-catching and different from the competition. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I enjoy marketing – it is something I am good at. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

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| **Sales and customer care** | RATE YOUR ANSWER FROM 1 -10  1 - STRONGLY DISAGREE  10 – STRONGLY AGREE | | | | | | | | | |
| My business goals are ambitious but realistic. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I have sales criteria and tools to measure business success. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| All my services/products are profitable and successful. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I am good at sales or I have people who are great salespeople. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I am well aware of competitors’ sales strategies and overall sales performance. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I am often acknowledged for excellent customer service. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I have many returning customers and do not struggle to keep them. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| There is good potential to increase sales in my business area. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

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| **Finance and administration** | RATE YOUR ANSWER FROM 1 -10  1 - STRONGLY DISAGREE  10 – STRONGLY AGREE | | | | | | | | | |
| I have a financial plan and I know where I want to be in two years. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| My business shows positive financial results and I know why. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I haven’t had major financial problems in the last two years. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I have a perfect overview of all my costs and investments. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| My investments have a good rate of return. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| My clients pay on time and there are no problems with collecting money. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| My financial management is effective; no improvement is needed. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I am able to meet all my financial commitments without difficulty. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

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| **Human Resources** | RATE YOUR ANSWER FROM 1 -10  1 - STRONGLY DISAGREE  10 – STRONGLY AGREE | | | | | | | | | |
| I understand labour legislation and act according to it. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I have carefully selected and effective co- workers and/or partners. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| The remuneration system I use is very competitive. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| My employees/partners are loyal and we have been working together for a long time. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| We are all growing and developing together to improve our service. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| The personal relationships with people involved in my business are great. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I do not have a problem finding good people if I need them. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I believe people are valuable resources and really add value. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |