

MARKETING PLAN SWOT ANALYSIS MATRIX TEMPLATE

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S

Strengths

W

Weaknesses

O

Opportunities

T

Threats

MARKETING PLAN SWOT ANALYSIS MATRIX EXAMPLE

S

In the *Strengths* section of a marketing SWOT template, one should identify and list the unique advantages and core competencies of the company in the context of the market and competitors.

strengths

W

In the *Weaknesses* section of a marketing SWOT template, one should pinpoint and detail the internal vulnerabilities or areas in need of improvement that might impede the company's growth or performance in the market.

weaknesses

O

In the *Opportunities* section of a marketing SWOT template, one should identify external factors or trends that the company can capitalize on for growth, market expansion, or increased revenue.

opportunities

T

In the *Threats* section of a marketing SWOT template, one should list external challenges, risks, or barriers that might prevent the company from achieving its goals or might adversely affect the firm's operations.

threats

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