

SWOT Worksheet
Strengths, Weaknesses, Opportunities, Threats
Business Retention and Expansion Strategies Program

Review the survey results from this BR&E program and then answer the following questions based both on this data and your knowledge of the region and businesses.

1. What appear to be the firms' or the community's primary strengths and/or weaknesses (Internal Issues)? (When basing your answer on the data from the survey, please note the question number to help us in preparing the research report.)

Strengths:

Weaknesses:

2. What appear to be the primary opportunities and/or threats to these businesses (External Issues)? (Again, please note the question number.)

Opportunities:

Threats

Potential Local BR&E Projects

Review of Survey Results and Development of Potential Projects

For Community of _____

Based on the SWOT analysis, what are some potential projects which the community might initiate to help local firms take advantage of their strengths and opportunities or to overcome their weaknesses and threats? Please use one sheet for each project.

1. What is a key issue or finding from the survey results? (*Could be an opportunity, a strength, a weakness, or a threat.*)
2. What data from the survey shows the nature of this finding? (*List question number(s) and give a short explanation of the connection.*)
3. How might the community leaders address the issue outlined in questions 1 and 2.
4. Which local leaders should be involved in the planning and implementation of this project? (*Be as specific as possible – even listing names when possible.*)
5. Which non-local public or private agencies, colleges, or firms should be asked to help with the planning and implementation? (*Be as specific as possible – even listing names when possible.*)

Name of Person(s) Making the Suggestion: _____ **Phone:** _____