

Product (Service)/Market Description:		SWOT Analysis										
		Strength/Weakness Analysis (1 to 10)										
		Weighting (Total 100)	Us		Comp #1		Comp #2		Competitor #3		Competitor #4	
Score	x Weight		Score	x Weight	Score	x Weight	Score	x Weight	Score	x Weight		
ID #	Critical Success Factors											
1		5	1	5	2	10	3	15	4	20	5	25
2		10	6	60	7	70	8	80	9	90	10	100
3		15	5	75	4	60	3	45	2	30	1	15
4		30	10	300	9	270	8	240	7	210	6	180
5		40	5	200	4	160	3	120	2	80	1	40
<b>Totals</b>		100	27	640	26	570	25	500	24	430	23	360
Opportunities		Threats				Key Issues needed addressed						
1												
2												
2												
3												
4												
5												
Key Assumptions		Key Objectives				Key Strategies				Financial		
1												
2												
2												
3												
4												
5												

