

SWOT-Analysis Form

EXAMPLE

SWOT stands for "Strength, Weakness, Opportunity, Threat." This form includes a quadrant for each. List variables that pertain to each in the appropriate quadrant, keeping in mind the definitions.

Site Location:

City Southdale

State Illinois

Strength:

A resource or capacity of the area that can be used effectively to achieve objectives now or in the future.

1. New and ongoing growth in the community
2. Above average salaries paid by major industry
3. Population is well educated and likely to be
receptive to chiropractic care
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Weakness:

A limitation, fault or defect of the location that likely will hinder achievement of objectives now or in the future.

1. Main employer's benefit plan requires referral
for chiropractic care
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Opportunity:

Any favorable situation present now or in the future in that particular area.

1. New highway planned near industrial park
2. Midwife clinic indicates open-mindedness of
community to alternative care
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Threat

Any unfavorable situation that is damaging now or could prove damaging in the future.

1. Poor perception of chiropractic in community due
to disreputable DC no longer in practice
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____