A picture containing graphical user interface

Description automatically generated**Business Resilience Worksheet**

**2: S.W.O.T Analysis**

This template enables you to examine YOUR business and identify those key factors that affect the ability of the business to be resilient and competitive   
within its defined area of commercial activity.

**Strengths** e.g. we have state of the art products

**1.**

**2.**

**3.**

**Weaknesses** e.g. we have skills lapses

**1.**

**2.**

**3.**

**Opportunities** e.g. we have identified new markets for access

**1.**

**2.**

**3.**

**Threats** e.g. all our R&D is based around 1 key person

**1.**

**2.**

**3.**

1. **What is your U.S.P? Why do customers buy from you and not the competition?**

**2. Where is your PAIN POINT?** e.g. 75% of business is based on ONE customer!

A screenshot of a computer

Description automatically generated with medium confidence