



## SWOT Template

**Notes:** Complete the following plan in the order described as you are walked through it. After completing the data it is best to rearrange it in the following order for ease of use after completion:

1. Company Mission Statement
2. Description of the Target Market
3. Description of the Competitors
4. Description of your Products and Services
5. Description of your Marketing Mix
6. Goals and Milestones

Fill in as much as you can of the information below and then review and rewrite it until you feel like you have all the bases covered. Then take the information and rearrange it into the sections noted above.

- 1) (Section 4) List your company's strengths.
  - List at least 4 items that your company does well. Fast service, best price, knowledge of the market, reliability, low overhead, value added features, etc.
  - Briefly describe why you are in business and why you think the customers should do business with you.
  - (If applicable) List 2 to 4 highly satisfied customers, what you did for them and why you feel they were satisfied with your products or services.
- 2) (Section 4) List your company's weaknesses.
  - List 2 to 4 weaknesses of your company that a competitor might be able to hold against you. Lack of experience, high prices, slow turn around, lack of capital to keep up with technology, off site manufacturing, etc.
  - For each of the weaknesses listed write a brief description of why and how it is actually an advantage to the customer.
  - List any potential pitfalls that your company may face. Change in the industry making your equipment obsolete, extreme economical factors, loss of key vendors, etc.
  - For each of the pitfalls write a brief description of your back-up plan to overcome them.
- 3) (Section 4) List your company's opportunities within the market.
  - List 2 to 4 products that your company will focus on that you feel are needed in the market place.
  - List 2 to 4 services that are stand alone or combine with the product above that you feel are needed in the market place.
  - Create bullet list of 5 items that you feel are the most important reasons for customers to do business with you. You may use data from any of the above 3 sections.
- 4) (Section 3) List your company's competitors.
  - List the 3 main types of the different competitors you will face. Large Screen Printers, Ad Specialties Shops, Embroiderers, Sign Shops, Brokers, Internet Retailers, Department Stores, etc.
  - From the list of three above give 2 to 4 specific examples of companies you know of in your area that will be competitors.
  - Write a brief description of each of the above specific companies, including any "about" information you can find, like years in business, number of employees, types of equipment used, types of services provided, website, telephone number, owners name, sales people's names and key clients.
  - List 2 strengths and 2 weaknesses for each of the above companies.
  - Write a brief description of your strategy to compete with each of the above companies



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- Write a brief description of any potential future competitors you might be able to see down the road due to market change etc.  
(Section 2) List your company's target market.
  - Write a brief description of what you see as your target market including some demographical data. Also describe how you will view your target market. Are you going to break it down by industry, geographical area, products desired, sales volumes, etc.
  - Create a list of 2 to 4 segments of your target market as described above.
  - Describe briefly what you view as the way each of those segments gets information about your type of products and services.
  - Describe briefly why each one of those segments would specifically want to do business with you.
  - Describe briefly why each one of those segments might NOT want to do business with you and how you might overcome those objections.
  - In each of those segments list 5 to 10 examples of specific companies you want to target. Include as much "about" and contact information as possible.
- 5) (Section 5) Describe your company's marketing mix.
- Describe in detail your products/services and emphasize special features, i.e., the selling points.
  - Describe briefly your pricing strategy. Why are you pricing your products the way you are? Are you basing it on competitive pricing (letting the market and competitors set prices) or cost basis (letting your vendors and overhead costs set prices) or setting a premium price to give an image of the highest quality.
  - Describe your marketing budget and why it is set at that point. Is it all the money you have available, based on a certain percentage of your sales or based on the cost of the marketing you want to do?
  - Describe the kind of image you want to portray. Cheap but good, exclusiveness, customer-oriented, highest quality, convenience, speed, etc.
  - Describe in detail the customer services that you provide and what your customer service policy is. Is the customer always right, is the customer liable for items that are signed off on, how often does the customer have to sign off on a project, do you require prepayment of some sort, etc. Also include your sales terms. Do you take credit cards, personal checks cash, extent credit, etc.
- 6) (Section 1) Describe your company's mission statement.
- Write a 3 to 5 sentence paragraph that summarizes the above information about your company.
- 7) (Section 6) Set your companies goals and milestones.
- List 2 to 4 sets of goals or milestones for your company to reach in the next 3 to 6 months. These can be based on sales figures, new clients, increased sales from current clients, number of quality leads, market shares, expense reduction or even accounts taken from competitors.
  - List 2 to 4 sets of goals or milestones for your company to reach in the next year.
  - Make sure to put specific dates and then come back and check on these goals/targets on those dates.

*Now that you have all of this data and have rearranged into the order at the top of this document, you can easily lay out your specific promotion plan to fall within this framework.*

*Good luck with your quest to make money and do more business and if you have and questions or needs do not hesitate to contact me.*

Sincerely,



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*Aaron Montgomery*