

# SWOT analysis

- Describe the Strengths and Weaknesses of the current business.
- Identify the Opportunities and Threats for the future business.

The example topics are suggestions to help prompt discussion. Feel free to add more topics.

Example topic: Grower Skills			
Strengths	Weaknesses	Opportunities	Threats

  

Example topic: Business			
Strengths	Weaknesses	Opportunities	Threats

  

Example topic: Market and Products			
Strengths	Weaknesses	Opportunities	Threats

  

Example topic: Land and Water Resources			
Strengths	Weaknesses	Opportunities	Threats



Example topic: Environmental			
Strengths	Weaknesses	Opportunities	Threats

  

Topic			
Strengths	Weaknesses	Opportunities	Threats

  

Topic			
Strengths	Weaknesses	Opportunities	Threats

  

Topic			
Strengths	Weaknesses	Opportunities	Threats

## Prioritising Areas for Action

Key Strengths that could be better utilised	Possible Actions to Utilise Strengths

Significant Weaknesses or Areas for Improvement	Possible Actions to Overcome Weaknesses or Improve the Business

Major Opportunities	Possible Actions to Realise Opportunities

Significant Threats (likely to occur and have major impact)	Possible Actions to Mitigate Threats