

## Competitor SWOT analysis

Criteria to consider	Strengths	Weaknesses
Accreditations, qualifications		
Business capability		
Cash flow and cash reserves		
Contracts		
Innovative products and services		
Location		
Marketing and brand		
Prices		
Processes and systems		
Quality control		
Reputation		
Suppliers		

## Competitor SWOT analysis

Criteria to consider	Opportunities	Threats
Environmental effects		
International influences		
IT abilities		
Legislative effects		
Key staff		
Market developments		
New markets		
New product development		
Technologies, services, ideas		
Niche target markets		
Partnerships, agencies, distribution		
Technology		

# Competitor SWOT analysis

A Competitor SWOT analysis is a great tool to find ways to stop competitors impacting negatively on your business. List what the competitor characteristics are for each of these sections, and then develop ways to lessen their influence.

## Competitor Strengths

Strengths are internal aspects of a competitor that they do well. Identify and reduce or offset the impact. If a competitor has a great location, then you could set up an online store to remove the need for foot traffic.

Find a way to unlock, undermine or move around their strength so it's not perceived by customers as being important.

## Competitor Weaknesses

Weaknesses are the internal parts of a competitor that they don't do well. Review these to point out or try and solve.

If a competitor has untrained staff, then you can emphasize your qualifications, staff training program and offer a guarantee.

It's important to communicate what you're good at (that lines up opposite the competitor's weakness) than talk negatively about another business.

## Competitor Opportunities

Opportunities are external events that the competitor has seen, and you need to minimize or develop your own plan. There could be new customer segments, new markets, or new services/products that they are exploring, and you need to keep an eye on them.

## Competitor Threats

Threats are events that will affect the competitor which they don't seem to see coming. You want to try and enhance that this happens. If there is a legislation change or new compliance regulations which could hamper their ability to operate, you'd quietly go about ensuring you're complying.