

What is a SWOT Analysis?



SWOT Analysis is a technique for assessing four aspects of your business. It builds on an organisations strengths, reverses its weaknesses, maximises its response to opportunities and is source of information for short, medium and long term planning, helps to overcome threats to business and identifies the core competencies of the organisation

Strengths What do you do well? What do others see as your strengths?	Weaknesses What could you improve? What are others likely to see as your weaknesses?
Opportunities What opportunities are open to you? What trends could you take advantage of?	Threats What threats could harm you? What is your competition doing?

A SWOT can be used to analyse **all** aspects of your childcare business

For example:

- Finances
- Business sustainability
- Staff team performance
- Staff well being
- Governance and Leadership
- Staff recruitment
- Marketing and branding