

SWOT Analysis Guide

Brand Positioning Strategies

Use this template to analyze your brand's internal and external factors, and inform strategic positioning decisions.

STRENGTHS

- What internal attributes set the brand apart?
- Existing loyal customer base
- Unique product features

WEAKNESSES

- Which internal areas need improvement?
- Limited market awareness
- Resource constraints

OPPORTUNITIES

- What market trends can be leveraged?
- Untapped customer segments
- Emerging technologies

THREATS

- What external factors pose challenges?
- Increasing competition
- Changing regulations

How to Use

- Fill in each quadrant with insights relevant to your brand.
- Identify how strengths and opportunities can inform your brand positioning.
- Address weaknesses and mitigate potential threats in your strategy.