

Strategic Marketing SWOT Analysis Outline

1. Executive Summary

[Brief overview of the analysis objectives and key insights]

2. Company / Product Overview

- [Description of company, brand, or product being analyzed]
- [Market position and key offerings]

3. SWOT Analysis

Strengths

- [List core competencies, unique resources, advantages]
- [Strong reputation, loyal customers, etc.]

Weaknesses

- [Internal limitations or areas to improve]
- [Resource gaps, negative perception, etc.]

Opportunities

- [Emerging trends, market gaps, new technologies]
- [Changing consumer needs, partnerships]

Threats

- [Competitive pressures, shifting regulations]
- [Market downturns, disruptive innovations]

4. Key Insights & Strategic Implications

- [Synthesis of SWOT findings]
- [Opportunities to leverage strengths]

- [Strategies for mitigating weaknesses/threats]

5. Action Plan (Optional)

- [Recommended initiatives or next steps]
- [Timeline, responsibilities, measurement]