RISK Assessment Worksheet – SWOT Analysis

Use a SWOT analysis to identify key risks and opportunities in each area of your business and then review with you professional advisor to determine goals and strategies for your business in the coming year.

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|  | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| **Product/ Service**  |  |  |  |  |
| **Brand/ Marketing** |  |  |  |  |
| **People**  |  |  |  |  |
| **Finance** |  |  |  |  |
| **Operations/ Management** |  |  |  |  |
| **Sales & Marketing** |  |  |  |  |
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| **Based on the information above, what are your immediate goals/next steps?** |
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| **Based on the information above, what are your long-term goals/next steps?** |
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