

SWOT Analysis Template (Date of Creation 15 April 2011 – modified from source)

State what fishery you are assessing _____

Identify the criteria appropriate to your own SWOT situation.

Question examples

Advantages of proposition?
What capabilities do you have including resources, skills, people?
Experience, knowledge, data?
Innovative aspects?
Institutional and political enthusiasm?
Processes, systems, IT, communications?
Cultural, attitudinal, behavioural of staff?

strengths

weaknesses

Question examples

Disadvantages of proposition?
Gaps in capabilities?
Lack of time, other deadlines and pressures?
Lack of financial resources?
Reliability of data, plan predictability?
Institutional morale, commitment, leadership?
Processes and systems, etc?

Question examples

Financial aid or other project funding availability
Improved industry or stakeholder lifestyle?
Technology development and innovation?
Global influences, new or niche markets that may become available?
New information and research?
Partnerships including with other government agencies?

opportunities

threats

Question examples

Political effects?
Legislative effects?
Environmental effects?
Market demand?
Vital partners?
Sustaining internal capabilities?
Loss of key staff?
Sustainable financial backing?
Economy – local, world?

Other Potential Questions

Strengths:

- How can I leverage them to benefit my goals?
- What are my/ our advantages?
- What do we/ I do better than others?
- What makes me/ my organization/ department unique?
- What makes our project unique?
- What low-cost resources can be utilized?
- Are there any people that bring strengths?

Weaknesses:

- How can I minimize or eliminate the potential for these to harm me?
- What could be improved?
- What could be avoided slightly and altogether?
- What factors are seen as weaknesses in your area?
- What necessary expertise/ skills do we currently lack?

Opportunities:

- What could be utilized better while aiming to eliminate current weaknesses and/ or threats?
- Where are the good opportunities and what are they?
- Are there currently any trends in your field that we can build on or include?
- Are there any potential opportunities you know of but are unable to capitalize on due to lack of resources? How could you overcome them and use them to your advantage?

Potential opportunities can come from many things, such as:

- Changes in technology
- Adjustments in local or governmental policies

- Alterations in social patterns, population profiles, lifestyle changes, etc.
- Local growth and development.

Threats:

- Evaluate prospective threats and identify potential solutions as well as your ability to overcome them.
- What obstacles are evident on a daily basis? On a yearly basis?
- What are other organizations working in your field doing?
- Are any specific areas in your field changing? Will this changes affect us in any way? Or could possibly be changing in the future? Will new developments in technology seriously affect the current plan?
- Could any of your weaknesses harm or completely incapacitate your abilities?