



MARKETING SWOT ANALYSIS QUESTIONNAIRE

This guided questionnaire is designed to help you assess your marketing strategy through a clear SWOT framework —Strengths, Weaknesses, Opportunities, and Threats. It helps you take a closer look at your current marketing efforts, brand positioning, audience engagement, and competitive landscape. You'll reflect on internal strengths (what you do well), internal weaknesses (what needs improvement), external opportunities (what trends or gaps you can capitalize on), and external threats (what challenges or competition you may face). Use this tool to make smarter marketing decisions, sharpen your strategy, and uncover new areas for growth and innovation. *Start here. Analyze with intention.*

What name(s) do you have in mind for your business?

What type(s) of products or services does (or will) your business provide?

What is your target date for opening your business? _____

Will you be the primary owner of the business? (Yes or No) _____

If not, please list any additional co-owners of the business:

Have you ever worked in this particular field? (Yes or No) _____ **If so, how long?** _____

What will be the ownership and legal establishment of the company? Please check one:

- ☐ Corporation ☐ Partnership ☐ Sole Proprietorship
☐ Other Legal Entity (please specify) _____

Do you have a physical location for your business? (Yes or No)

Is your business home-based? (Yes or No)

What is your business address?



What are the objectives and keys to your company's success? Please list three of each.

Objectives:

Keys:

Internal Factors (SWOT):

Strengths:

What unique selling propositions (USPs) do your products/services offer?

What is your brand reputation in the market, and how does it differentiate from your competitors?

What marketing assets or resources do you have that gives you an edge?

What customer loyalty or retention programs do you have in place or would like to integrate?

Weaknesses:

Are there any gaps in your product/service offerings compared to competitors?

Do you have any weaknesses in your brand image or market perception?

Are there any limitations in your marketing budget or resources?

Do you face any internal challenges that hinder your marketing efforts?



External Factors (Marketing Analysis):

Opportunities:

What are the current market trends that you can capitalize on?

Are there any new segments or niches emerging in the market?

Are there any changes in consumer behavior that create opportunities?

What technological advancements can you leverage for marketing purposes?

Are there any gaps in the market that you can fill with your products/services?

Threats:

Who are your main competitors, and what strategies are they employing?

Are there any shifts in consumer preferences that pose a threat to your products/services?

Are there any regulatory changes that could affect your marketing activities?

Are there any economic factors, such as inflation or recession, that could impact consumer spending?

Are there any external events, such as pandemics or natural disasters, that could disrupt marketing efforts?
