

Tools for Knowledge Workers

SWOT for Customers & Competitors



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The SWOT framework is typically applied to an organization as part of planning the organization's future. Strengths and Weaknesses are examined looking inward. Opportunities and Threats are examined looking outward.

The SWOT framework can also be usefully applied to the task of examining an organization's relationships with its customers and its competitors.

The two-way arrows in the diagram above indicate that questions can be asked in both directions. For example, what are our strengths in relation to our competitors? And what are our competitors' strengths in relation to us? Ditto for the other SWOT elements and for the customers. In all, 16 questions lead to a very thorough and productive examination of the relationships of an organization to its customers and its competitors in SWOT terms. To view the 16 questions, click [here](#).

