

# MAPLE SWOT ANALYSIS

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Acer Series: Maple Forest Business Development

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The SWOT analysis is used to describe the business or manager's major Strengths, Weaknesses, Opportunities and Threats. To complete a SWOT analysis the owners must address several questions listed in this worksheet. Owners can consider any vision or goals they have already established in the early business planning process. This often includes financial goals and general marketing strategies.

Strengths (S) and Weaknesses (W) are **internal** to the business. These are factors that managers have direct control over or represent an internal feature of the business. Opportunities (O) and Threats (T) are **external** to the business. These are items that management does not have direct control over but these factors can have an impact on the business. This may include issues like weather, market trends or changing regulations. The well managed business will recognize these external factors exist and develop internal mechanisms that capitalize on opportunities or manage the risk posed by the threats.

Use the question prompts on page one and page two of this sheet to identify and list your businesses strengths, weaknesses, opportunities and threats.

## Strengths

What skills do my team members have?

What is the condition of equipment or forest health?

Can I access credit or savings for investment?

List more "Strengths" below.

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## Weaknesses

What is holding this business back?

What management milestones are difficult to reach?

What type of professional training could help my team?

List more "Weaknesses" below.

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## Opportunities

What are the positive market trends?

Are there new technologies available for marketing, management or production?

Is there an opportunity to collaborate with other people or parties outside your business team?

- ◆
- ◆
- ◆
- ◆

## Threats

What are the production risks?

What are the market risks?

Can I adjust to policy and regulatory changes?

Is there sufficient access to labor, capital providers, additional forest land in this region?

- ◆
- ◆
- ◆
- ◆

*Identify the implementation steps that will guide your response to the strengths, weaknesses, opportunities and threats on this sheet.*

Task Description	Responsible Person	Timeline

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