

BUSINESS MODEL CANVAS & BUSINESS PLANNING TOOLS

HOW TO USE THIS RESOURCE



SWOT Analysis

- Print, trace or redraw the **4 boxes** on **page 2 or 3**
- Think about each of the headings & aim to **write 3-5 points** in each box

TIP: PESTLE Analysis exercise can help with the
Opportunities & Threats boxes

SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats

SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats