**COMPREHENSIVE BUSINESS SWOT ANALYSIS TOOLKIT**

The SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is an essential tool for strategic planning and decision-making. This professional toolkit provides a structured, editable format that Nigerian SMEs can use to evaluate their current position and identify paths to business growth. Ensure you revisit and update this analysis quarterly or during key business changes.

**Instructions for Use**

1. Fill in each section of the SWOT table with detailed points specific to your business.

2. Strengths and Weaknesses are internal factors – what you control.

3. Opportunities and Threats are external factors – what’s happening in your environment.

4. This tool can guide marketing, operational, financial, and strategic decisions.

**SWOT Analysis Table**

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| STRENGTHS (Internal Positive Factors) | WEAKNESSES (Internal Negative Factors) |
| Write 3 to 5 key strengths and weaknesses. Be honest and clear. | |
| OPPORTUNITIES (External Positive Factors) | THREATS (External Negative Factors) |
| Write 3 to 5 key opportunities and threats based on current market, customer trends, or competition. | |
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**Strategic Insights**

After filling the SWOT table, use this section to draw insights. For example:  
- How can you use your strengths to take advantage of opportunities?  
- How can you reduce weaknesses to defend against threats?  
- Which weaknesses require immediate attention?  
- Are any threats urgent or long-term?

**Action Plan (Based on SWOT)**

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| Priority Area | Action Step | Responsible Person | Deadline |

**Expanded Strategic Action Plan**

Use this action plan to transform insights from your SWOT analysis into clear strategic steps. For each priority item identified, assign ownership, deadlines, and track progress.

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| Strategic Priority | Objective | Owner | Deadline | Key Metrics | Progress Notes |
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Threat-Based Action Plan: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Opportunity-Based Action Plan: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Weakness-Based Action Plan: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Strength-Based Action Plan: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_