

MAXIMIZE YOUR MARKETING 2.2

SWOT ANALYSIS

STRENGTHS (INTERNAL, POSITIVE)

WEAKNESSES (INTERNAL, NEGATIVE)

What does your business do well?

What challenges your business?

How could your business expand or grow?

What outside influences threaten your business?

OPPORTUNITIES (EXTERNAL, POSITIVE)

THREATS (EXTERNAL, NEGATIVE)



VALUE PROPOSITION

What makes your business different than your competition? Why would/ should customer do business with you?

*A **value proposition** is the promise of value that a customer can expect a business to deliver. It is a specific solution your business provides to a customer which a competitor cannot. A value proposition is literally what benefit you provide to customers.*

Which problem are we helping to solve for the customer?

What benefits (not features) does our product offer?

What makes these benefits valuable? How is this different from our competitors?

In a single sentence or phrase, write down your business's value proposition:

