

# Sap Business SWOT Analysis

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FBWS 075 - 1/25 Acer Series: Maple Sap-Only Business Promotion

Visit [www.maplemanager.org](http://www.maplemanager.org) for sap business resources

The SWOT analysis is a strategic exercise used to brainstorm the **Strengths, Weaknesses, Opportunities and Threats** to a business or an enterprise. To complete a SWOT interested parties address several questions. Participants can consider any vision or goals they have already established in the early business planning process. This often includes financial targets, environmental or forest management goals, general sales strategies etc.

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 operation. Opportunities (O) and Threats (T) are **external**. These are items that management does not have direct control over, but are factors that 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 strategize to capitalize on opportunities and mitigate or manage the risks posed.

Use the question prompts on 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 the forest?
- Can I access credit or savings for investment?

List 'Strengths' in box below

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## WEAKNESSES

- What is holding this business back?
- Natural resource challenges and limitations?
- What training could help my team?

List 'Weaknesses' in box below

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**OPPORTUNITIES**

- What are the positive market trends?
- New technology for management or production?
- Is there an opportunity to collaborate with other people or parties outside your business team?

List 'Opportunities' in box below

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**THREATS**

- What are the production or market risks?
- Can I adjust to policy and regulatory changes?
- Is there sufficient access to labor, capital providers, or additional forest land in this region?

List 'Threats' in box below

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Find more information on SWOT here: [https://www.rma.usda.gov/sites/default/files/topics/swot\\_brochure.pdf](https://www.rma.usda.gov/sites/default/files/topics/swot_brochure.pdf)

***Identify the implementation steps that will guide your response to the Strengths, Weaknesses, Opportunities and Threats on this sheet.***

TASK DESCRIPTION	RESPONSIBLE PERSON	TIMELINE

Access more maple business resources, planning tools and calculators at: [www.maplemanager.org](http://www.maplemanager.org)

