**Editable SWOT Analysis Template**

**Company Name:**  **Type of Hospitality Business:   
Communication/Marketing Objective:**

**Key to levels of Importance: H = High, M = Medium or L = Low.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **INTERNAL FACTORS** | | |  | **INTERNAL FACTORS** | | |
|  | **STRENGTHS (+)** | **IMPORTANCE** |  |  | **WEAKNESSES (–)** | **IMPORTANCE** |
| 1 |  |  |  | 1 |  |  |
| 2 |  |  |  | 2 |  |  |
| 3 |  |  |  | 3 |  |  |
| 4 |  |  |  | 4 |  |  |
| 5 |  |  |  | 5 |  |  |
| 6 |  |  |  | 6 |  |  |
| 7 |  |  |  | 7 |  |  |
| 8 |  |  |  | 8 |  |  |
| 9 |  |  |  | 9 |  |  |
| 10 |  |  |  | 10 |  |  |
| 11 |  |  |  | 11 |  |  |
| 12 |  |  |  | 12 |  |  |
| 13 |  |  |  | 13 |  |  |
| 14 |  |  |  | 14 |  |  |
| **EXTERNAL FACTORS** | | |  | **EXTERNAL FACTORS** | | |
|  | **OPPORTUNITIES (+)** | **IMPORTANCE** |  |  | **THREATS (–)** | **IMPORTANCE** |
| 1 |  |  |  | 1 |  |  |
| 2 |  |  |  | 2 |  |  |
| 3 |  |  |  | 3 |  |  |
| 4 |  |  |  | 4 |  |  |
| 5 |  |  |  | 5 |  |  |
| 6 |  |  |  | 6 |  |  |
| 7 |  |  |  | 7 |  |  |
| 8 |  |  |  | 8 |  |  |
| 9 |  |  |  | 9 |  |  |
| 10 |  |  |  | 10 |  |  |
| 11 |  |  |  | 11 |  |  |
| 12 |  |  |  | 12 |  |  |
| 13 |  |  |  | 13 |  |  |
| 14 |  |  |  | 14 |  |  |

**Key to levels of Importance: H = High, M = Medium, or L = Low.**

**Image source:** [**Smartsheet**](https://www.smartsheet.com/14-free-swot-analysis-templates)**. Free editable SWOT Analysis Template. Short URL: https://bit.ly/3lPtPDd**