

Offer SWOT Analysis Grid

	Positives	Negatives
Present	Strengths	Weaknesses
Future	Opportunities	Threats

Offer 1:
Pen Colour

Offer 2:
Pen Colour

Offer 3:
Pen Colour

The SWOT Analysis is a framework for visually mapping the strengths, weaknesses, opportunities and threats of an offer. It is a great tool for comparing multiple offers (& counter-offers). Print a copy of the grid and plot the aspects of each offer using a different colour for each so you can see which opportunities have more strengths, which present more risks etc. (If you are comparing more than 3 offers, print off an individual grid for each offer.)