**Key Elements**

* Political Effects
* Laws and regulations
* Environmental effects
* IT development
* Competitors and their intentions
* Market trends and requirements
* New technologies, services and ideas
* Key contracts and partnerships
* Maintenance of internal capacity
* Tackling the barriers
* Unbeatable obstacles
* Losing key personnel
* Adequate financial support
* Economy, nationally and internationally
* Season, weather effects

**Key Elements**

* Disadvantages of business
* Lack of skills
* Lack of competitive advantage
* Reputation, presence and ability to reach the market
* Finance and Economics
* Known weaknesses
* Time schedules, deadlines and requirements
* Cash flow, lack of current assets at start
* Continuity, weaknesses in the supply chain
* Weaknesses in the core business, lack of resources
* Achievement and schedules
* Perseverance in morale and leadership
* Lack of certifications and qualifications
* Processes, systems, IT
* Leadership

**Key Elements**

* Benefits of the business
* Capabilities
* Competitive Advantages
* Unique qualities for sale
* Resources, people and assets
* Experience, knowledge, data
* Financial resources, the possibility of profit
* Marketing - distribution, awareness and position
* Innovative aspects
* Location and geography
* The price, value, quantity
* Qualifications and certifications
* Processes, systems, IT, communications
* Culture, attitudes, behavior
* Management, continuation, control
* Philosophy and Values

[www.skape.no](http://www.skape.no) – for business startup in Rogaland 

**Strengths**

**Weaknesses**

**Opportunities**

**Threats**

**Key Elements**

* Market Development
* Weaknesses of Competitors
* Market and lifestyle trends
* Technological development and innovation
* Global Influence
* New markets
* Niche Market
* Geography, export, import
* Unique qualities for sale
* Tactic: surprise, major contracts
* Business and Product Development
* Information and research
* Partnership, agents, distribution
* Volume, production, finance
* Season, weather, fashion trends and other market trends

**SWOT Analyses**

Analyses of the following business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(This SWOT analyses is for the startup of a new business)