



### SWOT Worksheet

#### Strengths (internal)

List those strengths that your agency has internally. Things like great staffing, good client relationships, good suppliers, specialties, a niche, etc.

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#### Weaknesses (internal)

List those internal qualities that make your travel practice vulnerable. Perhaps you are under-financed, maybe under-staffed. Perhaps there are areas of expertise you lack, such as safaris or river cruising.

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#### Opportunities (external)

What new developments can you capitalize on? New company in town? Did a competitor close their doors? Indicate those items that you can take advantage of quickly to enhance your overall business prospects.

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#### Threats (external)

Are there threats on the horizon? What has you worried? Economy bad in your area? New competitor in town? List them here (it's cathartic).

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1. Relate your Strengths to your Opportunities. What characteristics of your travel practice make it possible for you to capitalize on the upcoming opportunities you have identified?

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2. Relate your Strengths to your Weaknesses and Threats. What characteristics of your travel practice allow you to compensate for or overcome your Weaknesses? Which weaknesses are most easily remedied? What actions should you be taking now to ensure you are best prepared for any external threats or able to compensate for internal weaknesses? Be creative. For example, if a Weakness is the fact that you are understaffed and have no additional funds for hiring, consider taking on an independent outside agent. Think hard!

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