



H.O.A SWOT Analysis Template

(Helping Uplift Society Through Leadership & Entrepreneurship)
Course: H.O.A Hustle University – Launch & Build (Indiana Edition)

Business Name: _____

Date: _____

Step 1: Understand the Goal

Before filing your business, use this worksheet to honestly assess where your business stands right now.

SWOT stands for **Strengths, Weaknesses, Opportunities, and Threats.**

This tool helps you identify what's working, what's not, what's possible, and what challenges could get in your way.

1. Strengths

What gives your business an advantage right now?

Consider your skills, experience, location, resources, or anything that makes your business unique.

Examples:

- Strong customer relationships
- Low startup costs
- Unique or high-quality product
- Community reputation

List 3–5 Strengths:

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

2. Weaknesses

What could hold your business back internally?

Think about time, funding, systems, or skill gaps that may slow you down.

Examples:

- Limited startup funding
- Lack of marketing strategy
- No bookkeeping experience
- Small customer base

List 3–5 Weaknesses:

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

3. Opportunities

What outside factors can help your business grow?

Look at community needs, market gaps, local events, or state programs that support small businesses.

Examples:

- Indiana small business grants
- Local networking events
- Growing online demand
- Seasonal trends

List 3–5 Opportunities:

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

4. Threats

What external challenges could harm your business?

Think about competitors, market changes, or supply issues that could create obstacles.

Examples:

- New competitors entering the market
- Rising material or supply costs
- Changing customer preferences
- Economic downturns

List 3–5 Threats:

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

Step 2: Reflection

Use what you discovered to plan your next move.
Answer each question below in 2–3 sentences.

1. Which **strength** can you use right away to grow your business?

2. Which **weakness** do you need to fix before filing or launching?

3. Which **opportunity** could you act on this month?

4. What **threat** are you most concerned about, and how can you prepare for it?

