

Situation (SWOT/PEST) Analysis Primers

Internal and Controllable Conditions

Strengths	Weaknesses
What do you do well? What unique resources can you draw from? What do others see as your strengths?	What could you improve upon? Where do you have fewer resources? What do others see as your weaknesses?
Other Internal Condition Primers	Product Price Place Promotion Facility Finance People Technology

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**4 Ps of
Marketing**

External and Uncontrollable Conditions

Opportunities	Threats
What opportunities are open to you? What trends could you take advantage of? Can strengths be turned into opportunities?	What threats could harm you? What competitors or alternatives pose risks? What threats do weaknesses expose you to?
Other External Condition Primers	Political Economy Social Technology Customer Consumer Competitor Industry

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**PEST
Analysis**

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