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| **Mentor Albert Young Choi’s BRAND DESIGN Worksheet** |
| **SWOT Strategy Matrix Chart** |
| **Use this SWOT Matrix Chart for your brand strategy process with your team.** |

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| **INTERNAL FACTORS**EXTERNALFACTORS | **STRENGTHS**1.2.3.4. | **WEAKNESSES**1.2.3.4. |
| **OPPORTUNITIES**1.2.3.4. | Opportunity-Strength (OS) StrategiesUse the strengths to take advantage of opportunities1.2. | Opportunity-Weakness (OW) StrategiesOvercome weaknesses by taking advantage of opportunities1.2. |
| **THREATS**1.2.3.4. | Threat-Strength (TS) StrategiesUse strengths to avoid threats1.2. | Threat-Weakness (TW) StrategiesMinimize weaknesses and avoid threats1.2. |

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