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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**  EXTERNAL  FACTORS | **STRENGTHS** 1. 2. 3. 4. | **WEAKNESSES** 1. 2. 3. 4. |
| **OPPORTUNITIES** 1. 2. 3. 4. | Opportunity-Strength (OS)  Strategies Use the strengths to take advantage of opportunities 1. 2. | Opportunity-Weakness (OW)  Strategies Overcome weaknesses by taking advantage of opportunities 1. 2. |
| **THREATS** 1. 2. 3. 4. | Threat-Strength (TS)  Strategies Use strengths to avoid threats 1. 2. | Threat-Weakness (TW)  Strategies Minimize weaknesses and avoid threats 1. 2. |

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