

# ACTION PLAN: SWOT ANALYSIS

**Objective:** Identify our strengths, weaknesses, opportunities & threats.

<p><b><u>Strengths:</u></b></p>	<p><b><u>Weaknesses:</u></b></p>
<p><b><u>Opportunities:</u></b></p>	<p><b><u>Threats:</u></b></p>

This resource has been kindly provided by

**energise**  
& ASSOCIATES

If you have any questions, please call 0800 CHAMBER (0800 242 623).

DATE: MARCH 2015

The Auckland Chamber of Commerce makes all reasonable efforts to ensure that the information published in this resource is accurate and up-to-date. However the matters covered are subject to regular review and no warranty or representation can be provided regarding the accuracy of such information. The Auckland Chamber of Commerce does not accept liability for any losses or damage arising directly or indirectly from reliance on the information. [www.aucklandchamber.co.nz](http://www.aucklandchamber.co.nz)

## Summary

### The strengths of our pipeline are:

- 1.
- 2.
- 3.
- 4.

### We will build on these strengths by:

- 1.
- 2.
- 3.
- 4.

### The weaknesses of our pipeline are:

- 1.
- 2.
- 3.
- 4.

### We will address these weaknesses by:

- 1.
- 2.
- 3.
- 4.

### The opportunities for our pipeline are:

- 1.
- 2.
- 3.
- 4.

### We will take advantage of the opportunities by:

- 1.
- 2.
- 3.
- 4.

### The threats to our pipeline are:

- 1.
- 2.
- 3.
- 4.

### We will take on these threats by:

- 1.
- 2.
- 3.
- 4.

This resource has been kindly provided by

**energise**  
& ASSOCIATES

If you have any questions, please call 0800 CHAMBER (0800 242 623).

DATE: MARCH 2015

The Auckland Chamber of Commerce makes all reasonable efforts to ensure that the information published in this resource is accurate and up-to-date. However the matters covered are subject to regular review and no warranty or representation can be provided regarding the accuracy of such information. The Auckland Chamber of Commerce does not accept liability for any losses or damage arising directly or indirectly from reliance on the information. [www.aucklandchamber.co.nz](http://www.aucklandchamber.co.nz)

#### JOIN US

- Benefits of Membership
- Join Now

#### BUSINESS SUPPORT

- Find Staff
- Business Support
- Mentoring

#### GLOBAL

- Import and Export Services

#### EVENTS & TRAINING

- Event Calendar
- Event Profiles

#### BUSINESS CONNECT

- News
- Chamber Social Media