**SWOT ANALYSIS**

**BRAINSTORMING:**

**Strengths**
- What makes your product or service the best?
- What is your unique selling point (USP)?

**Weaknesses**
- What might make this idea unsuccessful?
- What could be improved?

**Opportunities**
- What does your market want or need?
- Where is their a gap in the market?

**Threats**
- Who are your competitors?
- What obstacles might be a challenge?