**Strengths**

Strengths are an internal assessment of a provider’s attributes that give it an advantage over other providers. These can be features of the service you provide or characteristics of the business. For example, a strength of one provider may be its flexibility of how families can access their full entitlement, while for another, it might be there is strong leadership and well qualified staff.

**Opportunities**

Opportunities are usually external to the provision you offer and can range from partnerships to new potential customers. These can also be future service expansion opportunities — expressed as unmet customer needs that the provider has identified.

**Weaknesses**

Similar to strengths, the weaknesses component of the SWOT analysis is an internal assessment of the providers attributes that put it at a disadvantage when compared to alternatives. For example, a weakness could be a key feature that the provision such as limited space for outdoor play or difficult recruiting well qualified and experienced staff.

**Threats**

Threats are typically external factors impacting on a provider. These factors can be anything ranging from economic factors to emerging technology. Ultimately, these threats are the obstacles facing the business and what could adversely affect the product in the future.

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| --- | --- |
| Strengths | Opportunities |
| Weaknesses | Threats |