

BUSINESS SWOT ANALYSIS

A SWOT analysis identifies the strengths, weaknesses, opportunities, and threats (BOTH INTERNALLY AND EXTERNALLY) affecting your salon business. The SWOT analysis can be completed by you, the salon owner or you might want to involve some or all your team members.

- Explain the purpose of doing the SWOT analysis and how you will consider and implement change from what is suggested. If you have involved your team encourage them that there is no such thing as a “silly” suggestion.
- Invite them to think for the future and what they think would be a benefit from both a business development point of view and especially from a client perspective.
- Suggest you add all the recommendations and ideas to each category. This will usually mean a big list. Then choose the top 3-5 points that you wish to implement or add to your future plans.
- The other points should be added to a future list to review in a few months.

Be sure to thank everyone for their input and then get started to make your changes.

STRENGTHS

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WEAKNESSES

OPPORTUNITIES

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