

SWOT Analysis Sheet

Question: _____

STRENGTHS

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

OPPORTUNITIES

- 1.
- 2.
- 3.
- 4.
- 5.

WEAKNESSES

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

THREATS

- 1.
- 2.
- 3.
- 4.
- 5.

The Marketing Action Plan

Question: _____

I will (begin or continue):

1.

2.

3.

4.

5.

I will not:

1.

2.

3.

4.

5.

Maple Marketing Action Financial Feasibility

Action: _____

Costs:

Returns:

Total costs:

Total return:

Total