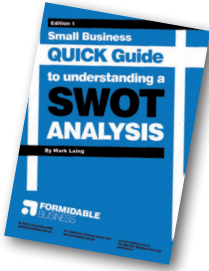


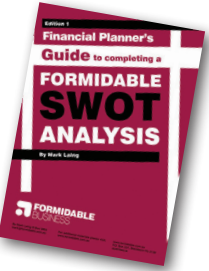


FORMIDABLE Business - SWOT Analysis Guide Comparison

The FORMIDABLE Business SWOT Guides	QUICK SWOT Guide	Small Business SWOT Guide	Start-Up Business SWOT Guide	Financial Planner's SWOT Guide
A properly conducted SWOT analysis is a powerful first step in reviewing your business and planning its' future success				
Overview	Basic overview for understanding a SWOT Analysis	Comprehensive instruction guide for business owners.	Comprehensive instruction guide for a start-up business.	Comprehensive instruction guide for financial planners.
Written for:	Introduction	Business Owners	New businesses	Financial Planners
Document length	10 Pages	55 Pages	50 Pages	62 Pages
Contents				
Defines SWOT Analysis	Yes	Yes	Yes	Yes
Use with objectives setting	No	Yes	Yes	Yes
How to conduct a SWOT analysis	No	Yes	Yes	Yes
Brainstorming guidelines	No	Yes	Yes	Yes
Capitalising on Strengths	Traits, key points & examples.	Traits, key points, examples, other ways to identify & actions to take.	Traits, key points, examples, other ways to identify & actions to take.	Traits, key points, examples, other ways to identify & actions to take.
Overcoming Weaknesses	Traits, key points, examples.	Traits, key points, examples, other ways to identify, actions to take.	Traits, key points, examples, other ways to identify, actions to take.	Traits, key points, examples, other ways to identify, actions to take.
Grasping Opportunities	Traits, key points, examples.	Traits, key points, examples, other ways to identify, actions to take.	Traits, key points, examples, other ways to identify, actions to take.	Traits, key points, examples, other ways to identify, actions to take.
Minimising Threats	Traits, key points, examples.	Traits, key points, examples, other ways to identify, actions to take.	Traits, key points, examples, other ways to identify, actions to take.	Traits, key points, examples, other ways to identify, actions to take.
Checklist for each criteria (using industry specific examples)	No	Yes - based on the results of 25 actual small business SWOTs.	Yes - based on 25 SWOTs plus 10 start-up SWOTs.	Yes - based on 25 SWOTs plus 15 financial planning SWOTs.
Common mistakes	No	Yes	Yes	Yes
Summary	No	Yes	Yes	Yes
3 Year Objectives Checklist	No	Yes	Yes	Yes
SWOT Analysis Worksheet	No	Yes	Yes	Yes
Short Term Issues Template	No	Yes	Yes	Yes
SWOT Definitions (Handout)	No	Yes	Yes	Yes
How to Set SMART Goals	No	Yes	Yes	Yes
Compatible with Focus Guide	No	Yes	Yes	Yes
Price - PDF Download (incl GST)	FREE	\$AU13.15	\$AU13.15	\$AU14.50
Price - Hard Copy (incl GST)	Not Available	\$AU19.95	\$AU19.95	\$AU21.95
Availability	NOW	NOW	March 2010	NOW