Craft Store SWOT Analysis Template Example



Opportunities

Online craft clubs might encroach on our business because people don’t have to leave their homes to join them. There could be a potential wool shortage from where we source our wool products.

We are the only craft store around for five miles and are in a part of town that has a lot of artists living nearby.

We only sell one type of craft currently — yarn — and we have stalled on ideating a new product to sell.

We could start a knitting club and other types of crafting events. We could advertise at the local pottery studio.

Threats

Weaknesses

Strengths

Craft Store SWOT Analysis Template



Opportunities

Threat 1

Strength 1

Weakness 1

Opportunity 1

Threats

Weaknesses

Strengths

|  |
| --- |
| **DISCLAIMER**Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |