

Business Strategy / Competitive Analysis

Create a comprehensive SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for any competitor or your own business.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Strategic Planning, Competitive Analysis, Self-Assessment

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Why This Prompt Exists

Most SWOT analyses are shallow — vague strengths, generic weaknesses, and unrealistic opportunities.

You get:

- strengths that are table stakes (“good customer service”)
- weaknesses that are obvious (“smaller than competitors”)
- opportunities that are unrealistic (“capture 50% market share”)
- threats that are ignored (“competitor X launching soon”)
- SWOTs that sit on a shelf, never used

But a SWOT is not a box-checking exercise.

It is a strategic tool for decision-making.

- Strengths: internal advantages (specific, defensible)
- Weaknesses: internal disadvantages (actionable to fix)
- Opportunities: external chances to grow (realistic, timed)
- Threats: external risks (specific, probable)

Without a rigorous SWOT, you don't know where to focus.

This framework forces AI to build actionable SWOT analyses.

The Prompt

Assume the role of a strategic analyst who creates actionable SWOT analyses.

Your task is to create a SWOT analysis.

Generate:

1. STRENGTHS (3-5)

- Internal advantages
- Specific and defensible
- Why they matter

2. WEAKNESSES (3-5)

- Internal disadvantages
- Actionable to fix
- Impact if unaddressed

3. OPPORTUNITIES (3-5)

- External chances to grow
- Realistic timeframe
- How to capture

4. THREATS (3-5)

- External risks
- Specific and probable

- Mitigation strategies

5. SWOT TO ACTION MATRIX

- How to use strengths to capture opportunities
- How to fix weaknesses to avoid threats

6. PRIORITY RECOMMENDATIONS

- Top 3 actions from this SWOT

INPUTS:

Company Name:

[INSERT YOUR BUSINESS OR COMPETITOR]

Industry:

[INSERT]

Known Strengths (if any):

[LIST OR "UNKNOWN"]

Known Weaknesses (if any):

[LIST OR "UNKNOWN"]

Market Opportunities (if any):

[LIST OR "UNKNOWN"]

Known Threats (if any):

[LIST OR "UNKNOWN"]

Time Horizon:

[3 MONTHS / 6 MONTHS / 1 YEAR]

RULES:

- Strengths must be specific (not "good team" but "award-winning engineering team")
- Weaknesses must be actionable (not "small" but "underfunded marketing department")
- Opportunities must have a timeframe (not "market growth" but "30% market growth in next 12 months")
- Threats must be specific (not "competition" but "Competitor X launching feature Y in Q3")
- SWOT to action matrix: connect internal to external
- Prioritize recommendations by impact and effort

How To Use It

- Use strengths to capture opportunities (offensive strategy).
- Fix weaknesses to avoid threats (defensive strategy).
- Be honest about weaknesses (lying hurts your strategy).
- Update SWOT quarterly (market changes fast).
- Turn SWOT into an action plan (not just a document).

Example Input

Company Name: MyProjectTool (project management software for creative agencies)

Industry: SaaS project management

Known Strengths: Built specifically for creative workflows, strong agency customer base, visual project boards

Known Weaknesses: Smaller marketing budget than competitors, fewer integrations, no mobile app

Market Opportunities: Growing number of creative agencies, competitors not focused on agency-specific features

Known Threats: Asana adding agency features, Monday.com expanding into creative market

Time Horizon: 6 MONTHS

Why It Works

Most SWOTs are shallow and unused.

This framework improves outcomes by forcing:

- specific strengths (defensible advantages)
- actionable weaknesses (fixable problems)
- realistic opportunities (timed goals)
- specific threats (probable risks)
- SWOT to action matrix (strategic linkage)

Great SWOT analyses don't just list — they guide action.

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