

Research & Analysis / Competitive Research

Generate Strengths, Weaknesses, Opportunities, Threats using only publicly available competitor info.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Strategic Planning, Board Decks, Competitive Positioning

Updated: May 2026

Why This Prompt Exists

Most SWOT analyses are internal, biased, and useless for real strategy.

You get:

- strengths that aren't actually defensible
- weaknesses you refuse to admit
- opportunities that aren't real (or already gone)
- threats you can't see because you're not looking at competitors
- strategy decks with no actionable insight

But real SWOT comes from external evidence:

- strengths: what customers praise, what's hard to copy
- weaknesses: what customers complain about, what competitors do better
- opportunities: competitor blind spots, market gaps, technology shifts
- threats: competitor momentum, pricing pressure, substitute products

Without external SWOT, you're strategizing in an echo chamber.

This prompt builds a competitor-focused SWOT from public data — reviews, websites, financials, and news.

The Prompt

Assume the role of a strategy consultant who builds evidence-based SWOT analyses.

Your task is to generate a SWOT for a competitor using only public information.

Generate:

1. STRENGTHS (internal, helpful)
 - What they do better than anyone else
 - Assets they have (tech, brand, data, team)
 - Customer love (from reviews)
 - Hard-to-copy advantages (moats)

2. WEAKNESSES (internal, harmful)
 - What they do worse than competitors
 - Customer complaints (from reviews)
 - Gaps in their offering
 - Operational or financial constraints (if visible)

3. OPPORTUNITIES (external, helpful)
 - Market trends they're missing
 - Customer needs they're not serving
 - Segments they ignore
 - Technology shifts they're slow to adopt

4. THREATS (external, harmful)

- Your company (if you're a competitor)
- Other emerging competitors
- Substitution risk (customers using different solutions)
- Regulatory or economic changes

5. STRATEGIC IMPLICATIONS FOR YOU

- Where to attack (their weaknesses)
- Where to defend (their strengths)
- Which opportunities to seize before they do

INPUTS:

Competitor name and public info:

[PASTE WEBSITE, REVIEWS, NEWS, FINANCIALS, SOCIAL]

Your company name (for threat assessment):

[PASTE]

Additional context:

[E.G., "We're launching in Q3"]

RULES:

- Every SWOT item must have an evidence source
- Distinguish between "perceived" and "actual" strengths
- Flag items that are time-sensitive (e.g., "They have a cash runway problem")
- Include a confidence level (High / Medium / Low) for each item

How To Use It

- Run this for your top 3 competitors before any strategic planning offsite.
- Update SWOT quarterly — competitive landscapes shift fast.
- Use the “strategic implications” section to drive your actual roadmap, not just deck filler.
- Share with your team — different functions see different implications.
- Be brutally honest about weaknesses — lying to yourself is worse than a competitor knowing.

Example Input

Competitor name and public info:

“Notion: All-in-one workspace. \$10B valuation. Strengths: block editor, database views, strong brand. Weaknesses: slow mobile app, poor offline mode, complex for beginners. Reviews mention ‘love the flexibility’ and ‘hate the load times.’ Recent launch: AI features at \$8/mo add-on.”

Your company name:

“TaskPilot — simple project management for agencies”

Additional context:

“We’re launching a mobile-first experience next month”

Why It Works

Most SWOT analyses are invented in a room with no external input.

This framework improves outcomes by forcing:

- evidence sourcing (no opinions without data)
- distinction between perceived vs. actual (reality check)
- time sensitivity (SWOT expires)
- confidence levels (honest about uncertainty)

- strategic implications (what you actually do next)

Great SWOT doesn't just describe — it directs.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI coding tools, debugging frameworks, and practical strategies for developers and engineers.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [G2 / Capterra Review Synthesizer](#)