

TOWS Analysis Template

	EXTERNAL OPPORTUNITIES (O)(external, positive)	EXTERNAL THREATS (T)(external negative)
	1.)	1.)
	2.)	2.)
	3.)	3.)
	4.)	4.)
	5.)	5.)
INTERNAL STRENGTHS (S)(internal, positive)	STRENGTHS - OPPORTUNITIES STRATEGIESStrengths to maximize opportunities	STRENGTHS - THREATS STRATEGIESStrengths to minimize threats
1.)		
2.)		
3.)		
4.)		
5.)		
INTERNAL WEAKNESSES (W)(internal, negative)	WEAKNESSES - OPPORTUNITIES STRATEGIESMinimize weaknesses by using opportunities	WEAKNESSES - THREATS STRATEGIESMinimize weaknesses to avoid threats
1.)		
2.)		
3.)		
4.)		
5.)		

TOWS Analysis Example

	EXTERNAL OPPORTUNITIES (O)(external, positive)	EXTERNAL THREATS (T)(external negative)
	1.) Rise of demand for "on the go" snacks 2.) Society moving towards healthy eating - Healthy Market 3.) Focus on sustainability 4.) 5.)	1.) Brands producing similar products at lower prices 2.) Inceasing health conscious society 3.) 4.) 5.)
INTERNAL STRENGHTS (S)(internal, positive)	STRENGTHS - OPPORTUNITIES STRATEGIESStrengths to maximize opportunities	STRENGTHS - THREATS STRATEGIESStrengths to minimize threats
1.) Well known brand, big customer base		
2.) Unique and recognizable packaging 3.) Wide range of flavors, large portfolio 4.) Continuous R&D 5.)	Look at packaging options to make more environmentally friendly and sustainable	Diversity product offering, leveraging R&D strength to take advantage of market trends
INTERNAL WEAKNESSES (W)(internal, negative)	WEAKNESSES - OPPORTUNITIES STRATEGIESMinimize weaknesses by using opportunities	WEAKNESSES - THREATS STRATEGIESMinimize weaknesses to avoid threats
1.) Positioning focused on teenagers only		
2.) Large company, loose focus 3.) 4.) 5.)	To increase reach, leverage "on the go" snack trends, launching premium product targeted at 25+	Opportunity to leverage uniqueness in the market to carve out a niche product offering, leveraging new trends going forward.

EXTERNAL THREATS (T)(external negative)

- 1.) Brands producing similar products at lower prices
- 2.) Increasing health conscious society
- 3.)
- 4.)
- 5.)

STRENGTHS - THREATS STRATEGIES Strengths to minimize threats

Diversity product offering, leveraging R&D strength to take advantage of market trends

WEAKNESSES - THREATS STRATEGIES Minimize weaknesses to avoid threats

Opportunity to leverage uniqueness in the market to carve out a niche product offering, leveraging new trends going forward.