Optometric Office

SWOT Analysis
SWOT

- Strengths – internal & positive
- Weaknesses – internal & negative
- Opportunities – external & positive
- Threats – external & negative
SWOT Analysis

- Strengths (Helpful to achieving the objective)
- Weaknesses (Harmful to achieving the objective)
- Opportunities
- Threats

Internal origin (attributes of the organization)
External origin (attributes of the environment)
SWOT Chart for OD Office

- Sample **Strength** Questions (write all answers on chart)
  - Why do patients like this office?
  - How do your hours compare with theirs?
  - What do we do better than our competitors?
  - What makes us different and better?
  - How is our level of general knowledge?
  - Location(s)?
  - Frame and lens selection?
  - Well known in community?
  - Do we have promotions?
  - Others?
Sample **Weakness** Questions

- Do patients like our hours? Evenings? Weekends?
- Do patients come in for promotions?
- Do patients ever leave here upset? Why?
- Is our frame selection broad enough?
- How is access to our office?
- Is our pricing competitive?
- How are our competitors better?
- What do we need to compete more effectively?
- Staff turnover?

(Write all answers on chart)
SWOT Chart for OD Office

- Sample **Opportunity** Questions
  - What are some specific actions we could do differently?
  - What trends could we take advantage of?
  - How can we build on our competitors strengths?
  - How can we turn your strengths into opportunities?
  - (write all answers on chart)
SWOT Chart for OD Office

Sample **Threat** Questions

- What trends could harm your office?
- What is your competition doing well?
- What threats do your weaknesses expose you to?
- If competition is reaching customers with ads, how can we reach customers?

(Write all answers on chart)
Prioritizing Action Items - Strengths

- What are the top three points in our Strengths that will most positively impact our business?

- *Focus on Strengths* more than any other part of SWOT!
Prioritizing Action Items - Weaknesses

- What is the most important weakness we should address? Can we address it? If so, how?
Prioritizing Action Items - Opportunities

- What is our greatest opportunity for growth and improvement? How will we implement it?
Prioritizing Action Items - Threats

- What is the greatest threat to our business? How can we actively address it?
Business Model

- Is our business model still correct?
- If change is needed, what specific changes are necessary?
Value Proposition

- Is our value proposition attractive to our patients?
- Can we improve our value proposition? If so, how?
From this SWOT analysis, what is our action plan moving forward?

- What strengths will we build on and how?
- What weakness will we address and how?
- What opportunity(s) can we build on for growth and or improvement?
- What threat can we mitigate and how?
SWOT Follow-up

- Plan to review your SWOT Analysis at least every 6-12 months.
- A SWOT analysis is a ‘living and evolving’ document and must be updated along with your competitive actions.