

Strengths

- What is unique about your setting?
- What do you offer that is better than anyone else in the area?
- What are your areas of particular expertise?
- What are you most passionate about?
- What do others regard as your strengths?

Weaknesses

- What could you improve on?
- What are the things you are not so confident about?
- When visiting your setting, what are the things you think parents may perceive as weaknesses?
- What don't you offer?

Opportunities

- What do families need in your area?
- Is there anything happening (or on the horizon) in the local area that presents an opportunity?
- Are there any changes ahead you need to bear in mind?
- Number of competitors in the area?

Threats

- What are the main challenges you face?
- Who are your main competitors, and what are they doing?
- How many competitors do you have?
- What are the things that are holding you back?

