



G R O W T H / / H A X X

S.W.O.T Analysis

Please note: this is only a preliminary exercise, please fill out to the best of your knowledge. The more you enter the more we're able to accomplish.

Strengths:

*(E.I. We have ___ resources available / We have a top ___ from the ___ industry / etc)
example:*

Pioneers in industry

Networks in celebrity, government, influencers & businessmen/women

My Strengths are:

Connector / Brand ambassador

Creative

Team player

Weakness:

*(E.I. We lack ___ resources / Our turnaround time is ___ days longer than ___ / etc)
Not enough experts in beauty, health, and wellness*

Branding

Communication can use improvement across the board.

Tech and operations

No sales team

Wholesale Pricing

Business model

My Weaknesses are:

Not strong in Branding

Unorganized

Following up is lacking

Opportunities:

(E.I. We have ___ in our Rolodex / We have relationships with ___ / we have a patent etc)

Network for distribution

Access to notable figures

Brand alignment

My Hobbies Include:

Wellness and healing

Music

Food

Dancing

Threats:

(E.I. Our competitors are ___ / And they're competition because they ___ / This project would fail if ___ / etc)

Price point

Areas I'd Love To Improve In:

Marketing

Organizational skills / Tech & time