

**Community Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis Example
Business Attraction Toolkit for B.C. Communities**

The following table has been organized by asset type and factors to consider when identifying your community’s strengths, weaknesses, opportunities and threats.

Date Completed: March 2013

Asset Type	Factors to Consider	Strength	Weakness	Opportunity	Threat
Labour Force	Population (age, education level, labour force)		Labour force relatively unskilled with low education levels	College campus in adjacent community opportunity to grow skilled labour	Labour is being attracted to Alberta
	Participation Rate (unemployment versus employment)		Low participation rate	Increase participation rate	Continued decline in local economy works against increasing participation rate
	Other (identify):				
Transportation/ Distribution	Proximity to current and future markets		Far from markets	Improved transportation links	Competition from suitable locations closer to markets
	Proximity to suppliers	Close to suppliers for a strategic industry		Market this strength to prospective investors in that industry	
	Proximity to highways, airports, railways, ports	National Highway and railway connected to town			Highway redevelopment may bypass community

SWOT Analysis Table – Business Attraction Toolkit for B.C. Communities

Asset Type	Factors to Consider	Strength	Weakness	Opportunity	Threat
	Other (identify):				
Strategic Sector	Natural resources, Knowledge-based, infrastructure, education, tourism, local retail and service industry				Low commodity prices/demand affecting viability of resource extraction/processing activities
	Other (identify):				
Tax Rates	Local, Provincial, Federal		High rates	Strategic lower rates or provide incentives	Inadequate tax base if rates too low as a result of competing in this manner
	Other (identify):				
Utilities	Electrical capacity, availability, rate, and reliability	Reliability and high capacity available at reasonable rates		Could promote to intensive users of electricity	
	Natural gas capacity, availability and rate				
	Potable and fresh water/sewer capacity, availability, rate, connection fees	Potable water and provided to most industrial land	Lack of sewer to industrial land		

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Asset Type	Factors to Consider	Strength	Weakness	Opportunity	Threat
Land Use	Official Community Plan		Out of Date Official Community Plan		
	Zoning	Most industrial land zoned			
Local Business Environment	Economic development assistance involved in the local business community		Lacking an Business Retention and Attraction	Establish an economic development function and office with qualified staff and suitable budget	
	Permitting (cost & time required)	Fast and/or guaranteed approval times for routine applications		Promote this strength as a community locational advantage	
	Other (identify):				
Property Availability and Cost	Industrial/commercial building (availability, cost of land/building purchase or lease rates)	Cost of land and buildings affordable in relation to Southwest BC		Opportunities to further market leased office space	
	Serviced industrial/commercial land (shovel ready sites)	Potable water, hydro, and roads to most industrial land	Lack of sewer to industrial land		

SWOT Analysis Table – Business Attraction Toolkit for B.C. Communities

Asset Type	Factors to Consider	Strength	Weakness	Opportunity	Threat
	Other (identify):				
Education & Training	Elementary/Secondary Schools		Secondary School located in adjacent community		Elementary school enrollment is down
	Post-secondary Education			College campus is located 45 minutes away by car and is serviced by transit	
	Local employment and training services	Local campus of community college available for specialized training			
	Other (identify):				
Quality of Life	Healthcare facilities	Chronic care hospital available within community or nearby			
	Crime rate	Low crime rate compared to the provincial rate			
	Recreation and cultural facilities		Plans and application submitted for a new recreation facility		
	Housing availability and affordability	Affordable			Minimal rental properties
	Other (identify):				

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Asset Type	Factors to Consider	Strength	Weakness	Opportunity	Threat
Other (identify):					