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SAMPLE · FICTIONAL CLIENT SWOT ANALYSIS · $179

North Hills Learning Lab: SWOT Analysis

Tutoring and test-prep center · Ross Township, PA · 2 full-time, 9 part-time tutors

Strengths
- Certified teachers as tutors
- SAT/ACT score gains tracked for every student
- Strong referrals from two local high schools

Weaknesses
- Busy only Sept–May; summer revenue drops ~60%
- No online tutoring option
- Website doesn't list prices

Opportunities
- Summer "jump-start" camps for middle schoolers
- Virtual sessions for busy families
- Partnering with school counselors on college-prep nights

Threats
- Low-cost online tutoring apps
- Free school-run tutoring programs
- Two new franchise centers on McKnight Road

What to do about it

Finding	Recommended action	When
Summer slump (W) + middle-school demand (O)	Launch a 4-week summer math and reading camp	Plan by March
Score tracking (S) vs. cheap apps (T)	Publish average score gains on the website and Google	This month
No online option (W) + busy families (O)	Offer virtual sessions at the same rate	Within 60 days
New franchises nearby (T)	Ask happy families for reviews; highlight certified teachers	Ongoing

How to read this

Strengths and weaknesses are inside the business; opportunities and threats come from the market. Pairing them shows which moves use a strength to grab an opportunity, or fix a weakness before a threat exploits it.

This sample uses a fictional business. Names, figures and findings are illustrative; any resemblance to a real business is coincidental. Real reports are built from verified sources, which are cited.