

Worksheet Set 7 (b)

TOWS analysis and strategy set record

The following worksheet has been provided to assist you in carrying out a TOWS analysis (based on the preceding SWOT analysis). A sheet has also been provided that can be used to identify the relevant strategy sets once you have identified them.

TOWS Grid No.	STRENGTHS	WEAKNESSES
OPPORTUNITIES	SO strategies	WO strategies
THREATS	ST strategies	WT strategies

Record of identified strategy sets

Strategy set no.	Working title/description	Devised to address these aspects	Aims and intentions
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			