

## **STRENGTHS**

What are you doing well?  
What sets you apart?  
What are your good qualities?

## **WEAKNESSES**

Where do you need to improve? Are resources adequate? What do others do better than you?

# SWOT Analysis

## **OPPORTUNITIES**

What are your goals? Are demands shifting? How can it be improved?

## **THREATS**

What are the blockers you're facing? What are factors outside of your control?

Company name:

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# SWOT ANALYSIS

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS