

SWOT ANALYSIS

S = STRENGTHS

Characteristics of the business that give it an advantage over others.

W = WEAKNESSES

Characteristics of the business that place the business at a disadvantage relative to others.

O = OPPORTUNITIES

Elements in the environment that the business could exploit to its advantage.

T = THREATS

Elements in the environment that could cause trouble for the business.

	HELPFUL	HARMFUL
INTERNAL	STRENGTHS	WEAKNESSES
EXTERNAL	OPPORTUNITIES	THREATS

SWOT ANALYSIS

S = STRENGTHS

Characteristics of the business or project that give it an advantage over others.

W = WEAKNESSES

Characteristics of the business that place the business or project at a disadvantage relative to others.

O = OPPORTUNITIES

Elements in the environment that the business or project could exploit to its advantage.

T = THREATS

Elements in the environment that could cause trouble for the business or project.

	HELPFUL	HARMFUL
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