

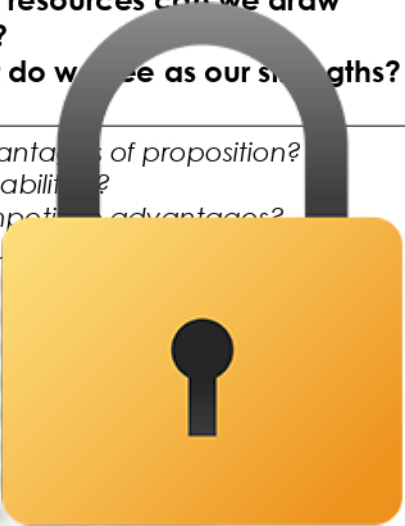
# STRENGTHS, WEAKNESSES OPPORTUNITIES THREATS (SWOT) ANALYSIS

WHAT IS BEING ANALYSED:	
DATE OF ANALYSIS:	
PERSONS IN ATTENDANCE:	

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• What is being done well?</li> <li>• What resources can we draw from?</li> <li>• What do we see as our strengths?</li> </ul>	<ul style="list-style-type: none"> <li>• What could we improve on?</li> <li>• Where do we have less resources than others?</li> <li>• What are others likely to see as a weakness?</li> </ul>	<ul style="list-style-type: none"> <li>• What opportunities are open?</li> <li>• What trends could we take advantage of?</li> <li>• How can we turn our strengths into opportunities?</li> </ul>	<ul style="list-style-type: none"> <li>• What threats could harm the business?</li> <li>• What is our competition doing?</li> <li>• What threats do our weaknesses expose us to?</li> </ul>
<ol style="list-style-type: none"> <li>1. Advantages of proposition?</li> <li>2. Capabilities?</li> <li>3. Competitive advantages?</li> <li>4. Exclusionary advantages?</li> </ol>	<ol style="list-style-type: none"> <li>1. Disadvantages of proposition?</li> <li>2. Gaps in capabilities?</li> <li>3. Competitive disadvantages?</li> <li>4. Resources present and future?</li> </ol>	<ol style="list-style-type: none"> <li>1. Market development opportunities?</li> <li>2. Competitive advantages?</li> <li>3. Industry trends?</li> <li>4. Regulatory changes?</li> </ol>	<ol style="list-style-type: none"> <li>1. Political effects?</li> <li>2. Legislative effects?</li> <li>3. Environmental effects?</li> <li>4. Technological developments?</li> </ol>

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Recommendations



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