

Strengths

What advantages does your company have? What do you do better than anyone else? What are your unique selling points?

Weaknesses

What areas can you improve on? What does your company lack? What things do your competitors do better than you?

Opportunities

What changes in technology, policies, and social patterns can be a growth opportunity for the company?

Threats

What are the obstacles to your company's growth? Who are your competitors? What changing factors can threaten your company's position?