SWOT Analysis | Template



What could you improve on?

Weaknesses

Where do you have fewer resources than others?

What are others likely to see as weaknesses?

Strengths

What do you do well?

What unique resources can you draw on? What do others see as your strengths?

What opportunities are open to you?

Opportunities

What trends could you take advantage of?

How can you turn your strengths into opportunities?

Threats

What threats could harm you? What is your competition doing?

What threats do your weaknesses expose to you?



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