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**SWOT ANALYSIS**

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|  | **FAVOURABLE** | **UNFAVOURABLE** |
| **INTERNAL** | **STRENGTHS**  What are strengths?  What do you do better than others?  What unique capabilities and  resources do you possess?  What do others perceive  as your strengths? | **WEAKNESSES**  What are weaknesses?  What do your competitors do  better than you?  What can you improve given the current situation?  What do others perceive as  your weaknesses? |
| **EXTERNAL** | **OPPORTUNITIES**  What trends or conditions may positively impact you?  What opportunities are  available to you? | **THREATS**  What trends or conditions may negatively impact you?  What are your competitors doing that may impact you?  Do you have solid financial support?  What impact do your weaknesses have on the threats to you? |