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SWOT ANALYSIS

Strengths, weaknesses, opportunities, threats

BUSINESS / PROJECT | DATE | PREPARED BY

Question or goal

	STRENGTHS (internal, helpful)	WEAKNESSES (internal, harmful)
Internal		
	OPPORTUNITIES (external, helpful)	**THREATS (external, harmful)**
External		

Internal: things you control today, such as staff, skills, prices, costs and equipment. External: things you do not control, such as customers, competitors, the economy, suppliers and regulations.

TOP 3 PRIORITIES FROM THIS SWOT

Who took part

Review again on