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SWOT ACTION PLAN

TOWS matrix: from findings to strategies

BUSINESS / PROJECT	DATE	PREPARED BY

KEY STRENGTHS (S)	KEY WEAKNESSES (W)	KEY OPPORTUNITIES (O)	KEY THREATS (T)

	STRENGTHS (S)	WEAKNESSES (W)
Opportunities (O)	**SO: use strengths to win**	**WO: fix weaknesses to win**
Threats (T)	**ST: use strengths to defend**	**WT: reduce exposure**

Action plan

Type	Action	Owner	Due date	Status