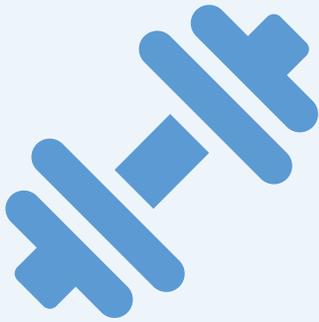


# SWOT Analysis Model

A diagnostic analysis of resources and capabilities; created from the top down; focuses first on analysis, then moves to planning.



## Strengths

What do we do well?

What unique resources can we draw upon?

What do others see as our strengths?



## Weaknesses

What could we improve?

Where do we have fewer resources?

What are others likely to see as our weakness?



## Opportunities

What opportunities are open to us?

What trends could we take advantage of?

How can we turn strengths into opportunities?



## Threats

What threats could harm us?

What is our competition doing?

What threats do our weaknesses expose?

# SWOT Analysis Worksheet Template

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Strengths	Weaknesses
Opportunities	Threats