

SWOT ANALYSIS

STRENGTHS

INTERNAL FACTORS

What is the business doing well? What are your strongest assets?

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WEAKNESSES

INTERNAL FACTORS

What can be improved? Where are you lacking resources?

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OPPORTUNITIES

EXTERNAL FACTORS

What new market segments can be explored? What new possibilities should be considered?

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THREATS

EXTERNAL FACTORS

What does the competition do well? What trends or regulations threaten the business?

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