

# SWOT Analysis

Find your competitive position



## Strengths

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## Weaknesses

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## Opportunities

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## Threats

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## STRENGTHS

What are you doing well?

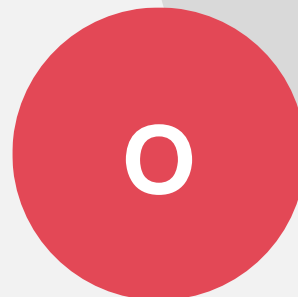


## WEAKNESSES

Where do you need to improve?

## OPPORTUNITIES

What are your goals?



## THREATS

What are factors outside of your control?

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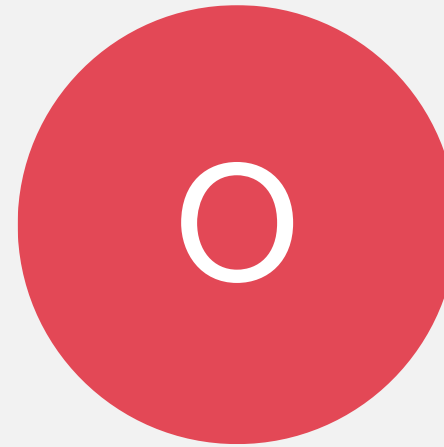
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## THREATS

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INTERNAL FACTORS	
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>▪What do you do well?</li></ul>	<ul style="list-style-type: none"><li>▪Where do you need to improve?</li></ul>
<ul style="list-style-type: none"><li>▪What are external factors that likely contribute to your success?</li></ul>	<ul style="list-style-type: none"><li>▪What are external factors that you have limited control over?</li></ul>
OPPORTUNITIES	THREATS
EXTERNAL FACTORS	