TOWS Matrix
A Framework for Decision-Making

	Opportunities (External)	Threats (External)
Strengths (Internal)	**SO Strategies** Use strengths to capitalize on opportunities	**ST Strategies** Use strengths to mitigate threats
Weaknesses (Internal)	**WO Strategies** Overcome weaknesses by taking advantage of opportunities	**WT Strategies** Minimize weaknesses to avoid threats

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Weaknesses (Internal)	▪ Lorem ipsum dolor sit amet, consetetur sadipscing elitr ▪ Lorem ipsum dolor sit amet, consetetur sadipscing elitr	▪ Lorem ipsum dolor sit amet, consetetur sadipscing elitr ▪ Lorem ipsum dolor sit amet, consetetur sadipscing elitr

SWOT Analysis vs TOWS Matrix

Comparison Table

Aspect	SWOT Analysis	TOWS Analysis
Purpose	Primarily descriptive; identifies and categorizes strengths, weaknesses, opportunities, and threats.	Focuses on generating strategic options by combining internal and external factors.
Approach	Analytical; serves as a basis for understanding the current situation.	Action-oriented; uses the identified factors to develop actionable strategies.
Focus	Internal and external factors are analyzed separately.	Combines internal and external factors to create strategies (e.g., SO, WO, ST, WT).
Outcome	Provides an overview of the business environment but does not inherently generate strategies.	Results in specific strategies based on the relationships between internal and external factors.
Use Case	Useful for identifying key factors affecting an organization.	Useful for translating the analysis into actionable strategies to address opportunities and threats.