

<p>Strengths (Internal)</p> <ul style="list-style-type: none"> ➤ What do you do well? ➤ What separates you from other competitors ➤ What resources do you have that are valuable? ➤ What knowledge do you have that others may not? 	<p>Weaknesses (Internal)</p> <ul style="list-style-type: none"> ➤ What do you lack? ➤ What do your competitors do better than you? ➤ What are your limitations? ➤ What are you struggling with?
Empty space for Strengths	Empty space for Weaknesses
<p>Opportunities (External)</p> <ul style="list-style-type: none"> ➤ What is the biggest opportunity to increase your revenue? ➤ What could be improved for your customers? ➤ Are there new customers you could serve? ➤ Are there new products you could offer? 	<p>Threats (External)</p> <ul style="list-style-type: none"> ➤ What are the biggest financial threats? ➤ What are the biggest threats to your customers? ➤ Are there any bigger economical or environmental threats?
Empty space for Opportunities	Empty space for Threats