

SWOT analysis

External factors

		<i>Strengths</i>	<i>Weaknesses</i>
<i>Opportunities</i>		CELL A	CELL C
<i>Threats</i>		CELL B	CELL D
<i>Internal factors</i>			

CELL A

Identify key actions which would use existing strengths to capitalise on opportunities available.

CELL B

Identify key actions which would use existing strengths to reduce the impact of the treats.

CELL C

Identify key actions which could prevent weak nesses from damaging the opportunities.

CELL D

Identify key actions which could prevent weak nesses from reinforcing the threats.