

## S.W.O.T. Analysis

<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Internal Factors</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">External Factors</div>	<b>Strengths</b>	<b>Weaknesses</b>
	1.	1.
	2.	2.
	3.	3.
	4.	4.
	5.	5.
	6.	6.
<b>Opportunities</b>	<b>CELL A</b>	<b>CELL C</b>
1.	●	●
2.		
3.		
4.		
5.		
6.		
<b>Threats</b>	<b>CELL B</b>	<b>CELL D</b>
1.	●	●
2.		
3.		
4.		
5.		
6.		

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 weaknesses from damaging the opportunities.

CELL D – Identify key actions which could prevent weaknesses from reinforcing the threats.