

Strengths

What do you do well?
What unique resources can you draw on?
What do others see as your strengths?

Weaknesses

What could you improve?
Where do you have fewer resources than others?
What are others likely to see as weaknesses?

Opportunities

What opportunities are open to you?
What trends could you take advantage of?
How can you turn your strengths into opportunities?

Threats

What threats could harm you?
What is your competition doing?
What threats do your weaknesses expose you to?

	Factor	Opportunity	Threat
Political			
Economic			
Socio-Cultural			
Technological			

