

Thank you for
Contacting Us.
Here is your SWOT
Template.



BASIC SWOT MATRIX TEMPLATE

INTERNAL FACTORS		
Strengths describe the positive attributes, tangible and intangible, of your organization. These are within your control.		
	STRENGTHS (+)	IMPORTANCE
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INTERNAL FACTORS		
Weaknesses are aspects of your business that detract from the value you offer or place you at a competitive disadvantage.		
	WEAKNESSES (-)	IMPORTANCE
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EXTERNAL FACTORS		
Opportunities are external attractive factors that represent reasons for your business to exist and prosper.		
	OPPORTUNITIES (+)	IMPORTANCE
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EXTERNAL FACTORS		
Threats are external factors beyond your control that could put your business at risk. You may benefit from having contingency plans for them.		
	THREATS (-)	IMPORTANCE
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