

## SWOT Analysis

INTERNAL ANALYSIS		EXTERNAL ANALYSIS	
Strengths	Weaknesses	Opportunities	Threats
<i>An organization's strengths are its resources and capabilities that can be used as a basis for developing a competitive advantage.</i>	<i>The absence of strength. They are the flip-side. Areas to improve upon. Many can be overcome.</i>	<i>A favorable chance for advancement or progress.</i>	<i>An indication of something impending; perhaps harmful or potentially negative.</i>