

**S**

**W**

**O**

**T**

## STRENGTHS

What makes customers choose us over the competition?

What unique skills, technologies, or resources do we have?

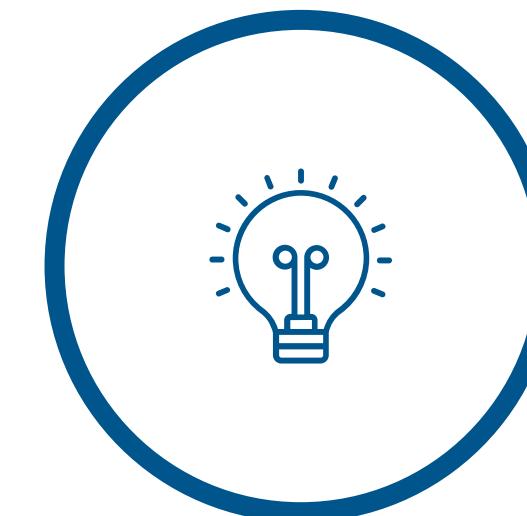
In which areas do we achieve the best results, and how can we build on them?

## OPPORTUNITIES

What market or technological trends can we leverage to our advantage?

Are there new customer segments or markets we can tap into?

What changes in the business environment could create new opportunities for us?



## WEAKNESSES

What are our biggest limitations or barriers to growth?

In which areas does our competition outperform us?

Which internal processes or activities need improvement?

## THREATS

What external factors could negatively impact our business?

Are there new regulations, competitors, or shifts in customer behavior that could pose risks?

What risks are associated with our current strategy, and how can we prepare for them?



**S**

**Strengths**

- 1.
- 2.
- 3.
- 4.
- 5.

**W**

**Weaknesses**

- 1.
- 2.
- 3.
- 4.
- 5.

**O**

**Opportunities**

- 1.
- 2.
- 3.
- 4.
- 5.

**T**

**Threats**

- 1.
- 2.
- 3.
- 4.
- 5.