SWOT

STRENGTHS

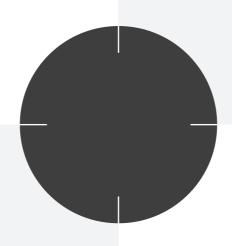
List your:

- + Advantages
- + Unique and low-cost resources
- + Factors that "get the sale"

OPPORTUNITIES

List your:

- + Chances to improve performance
- + Good opportunities you can spot



WEAKNESS

List your:

- + Disadvantages, limitations + What could you improve
- + Factors that lose you sales

THREATS

List your: + External trouble for the business + Obstacles you face

+ What your competitors doing

