

Purpose of the Analysis

Internal Factors

External Factors

- _____
- _____
- _____
- _____
- _____

- _____
- _____
- _____
- _____
- _____

Strengths

S

W

Weaknesses

- _____
- _____
- _____
- _____
- _____

Opportunities

O

T

Threats

- _____
- _____
- _____
- _____
- _____

Conclusions