

SWOT ANALYSIS

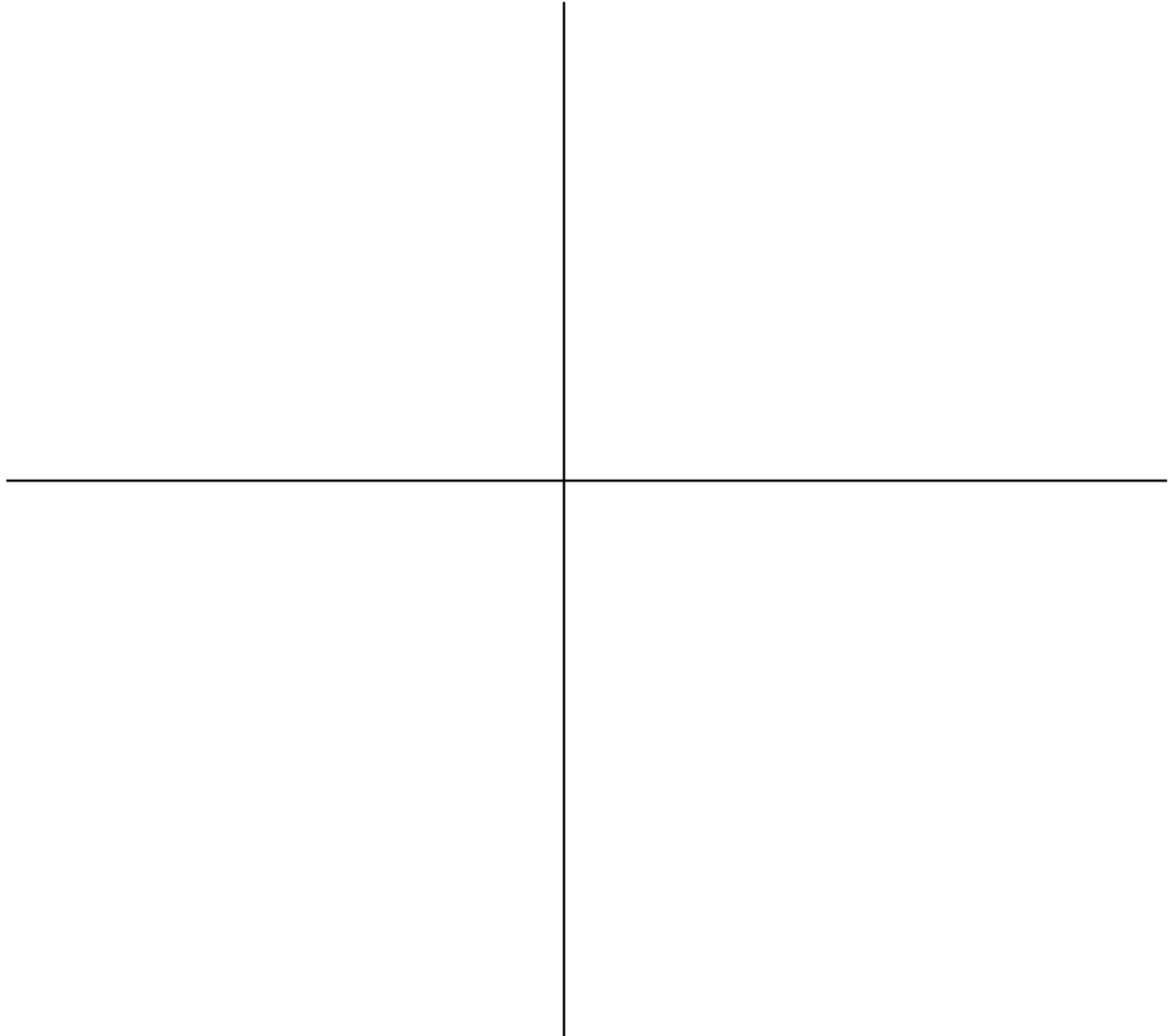
Evaluate current position for strategic planning

STRENGTHS

*What is going well?
What resources can you draw on?
What do others see as strengths?*

WEAKNESSES

*What could you improve?
Where do you have fewer resources?
What do others see as weaknesses?*



OPPORTUNITIES

*What opportunities are open to you?
What trends can you take advantage of?
What strengths can turn into opportunities?*

THREATS

*What threats could harm you?
What are others doing?
What threats do your weaknesses expose?*