

Favorable

Unfavorable

Strengths

Weaknesses

- What are your strengths?
- What do you do better than others?
- What unique capabilities and resources do you possess?
- What do other perceive as your strengths?

- What are your weaknesses?
- What do your competitors do better than you?
- What can you improve given the current situation?
- What do others perceive as your weaknesses?

Opportunities

Threats

- What trends or conditions may positively impact you?
- What opportunities are available to you?

- What trends or conditions may negatively impact you?
- What are your competitors doing that may impact you?
- Do you have solid financial support?
- What impact do your weaknesses have on the threats to you?

Internal

External