|  |  |  |
| --- | --- | --- |
| **SWOT Analysis** | | |
|  |  |  |
|  | *Positive* | *Negative* |
| *Internal* | **S**trengths | **W**eaknesses |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| *External* | **O**pportunities | **T**hreats |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |