

SWOT Analysis

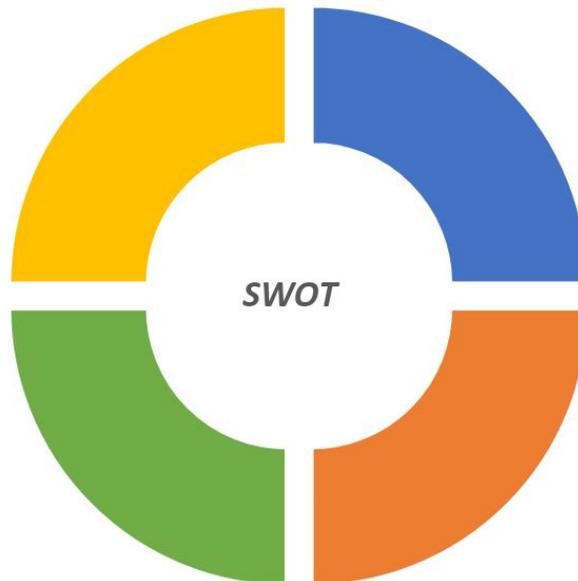
Assess the current environment in the current environment in terms of strengths and weaknesses (internal) and opportunities and threats (external) as they relate to the identified objective or problem statement.

STRENGTHS

- Advantage
- Capabilities
- Assets, people
- Experience
- Financial reserves
- Value proposition
- Price, value, quality

OPPORTUNITIES

- Areas to improve
- New segments
- Industry trends
- New products
- New innovations
- Key partnership



WEAKNESSES

- Disadvantages
- Gap in capabilities
- Cash Flow
- Suppliers
- Experience
- Areas to improve
- Causes of lose sales

THREATS

- Economy movement
- Obstacles faced
- Competitor actions
- Political impacts
- Environmental effects
- Loss of key staff
- Market demand

After completing your analysis, provide your thoughts on:

- **HOW CAN WE MAXIMIZE OUR STRENGTHS?**
- **HOW CAN WE OVERCOME THE IDENTIFIED THREATS?**
- **HOW CAN WE OVERCOME THE IDENTIFIED WEAKNESSES?**
- **HOW CAN WE TAKE ADVANTAGE OF OUR OPPORTUNITIES?**