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## **SWOT ANALYSIS**

<p><b>Strengths</b></p> <p>What do you do well?</p> <p>What unique resources can you rely on?</p> <p>What do others see as your strengths?</p>	<p><b>Weaknesses</b></p> <p>What could you improve?</p> <p>Where do you have fewer resources than others?</p> <p>What are others likely to see as your weaknesses?</p>
<p><b>Opportunities</b></p> <p>What opportunities are open to you?</p> <p>What trends could you take advantage of?</p> <p>How can you turn your strengths into opportunities?</p>	<p><b>Threats</b></p> <p>What threats could harm you?</p> <p>What is your competition doing?</p> <p>What threats do your weaknesses expose you to?</p>