

**Internal**

## Strengths

Internal Capabilities that may help a company reach its objectives

**S**

## Weaknesses

Internal Limitations that may interfere with a company's ability to achieve its objectives

**W**

**External**

## Opportunities

External Factors that the company may be able to exploit to its advantage

**O**

## Threats

Current and emerging External Factors that may challenge the company's performance

**T**

**Positive**

**Negative**

Company Name:

**Internal**

Strengths

Weaknesses

**External**

Opportunities

Threats

**Positive**

**Negative**