

## ***SWOT ANALYSIS***

This strategic planning tool is frequently used to generate new product and service ideas, in support of a specific business objective, by evaluating internal and external threats and opportunities. It does this by grouping key pieces of information into two main categories:

- Internal factors – the strengths and weaknesses internal to the organization.
- External factors – the opportunities and threats presented by the environment external to the organization.

	HELPFUL	HARMFUL
	STRENGTHS	WEAKNESSES
Internal	1.	1.
	2.	2.
	3.	3.
	OPPORTUNITIES	THREATS
External	1.	1.
	2.	2.
	3.	3.