

SWOT ANALYSIS TEMPLATE



PROJECT		COMPANY	
INTERNAL FACTORS			
STRENGTHS (+)		WEAKNESSES (-)	
EXTERNAL FACTORS	OPPORTUNITIES (+)	STRENGTHS (+) / OPPORTUNITIES (+) STRATEGY	WEAKNESSES (-) / OPPORTUNITIES (+) STRATEGY
	THREATS (-)	STRENGTHS (+) / THREATS (-) STRATEGY	WEAKNESSES (-) / THREATS (-) STRATEGY

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