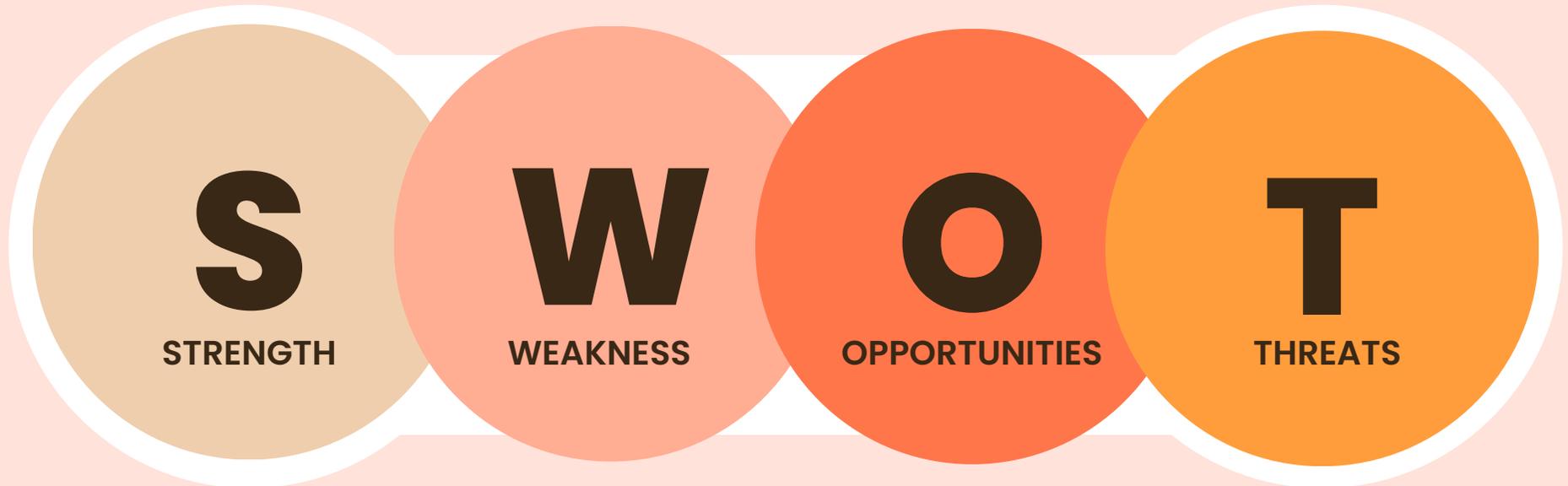


# STRATEGIC SWOT ANALYSIS



- Internal factors that put your business at an advantage compared to competitors. Discovering your business's advantages is key to standing out from competitors and seizing opportunities.

- Examples of strengths include a reputable brand, innovative products or services, cost efficiency, cutting-edge technology, or streamlined processes.

- Internal factors that put your business at a disadvantage compared to competitors. Recognizing your weaknesses allows you to address them and develop strategies to turn them into strengths.

- Examples of weaknesses include lack of resources, outdated technology, poor customer service, limited market reach, or ineffective marketing strategies.

- External factors that have the potential to positively influence your business, for example new technologies, changes in consumer behavior, new customer segments, or untapped markets.

- Identifying opportunities helps you align your business strategies to take advantage of them and expand your market presence.

- External factors that can negatively impact your business, for example competition, economic downturns, shifting consumer preferences or technological advances that will negatively impact your business.

- Understanding threats enables you to develop contingency plans and strategies to minimize their impact or find ways to adapt and stay competitive.