

## SWOT Analysis

<b>Internal</b>	<b>STRENGTHS:</b> <i>Used to develop a competitive advantage</i>	<b>WEAKNESSES:</b> <i>Attributes that may be harmful to achieving objectives</i>
<b>External</b>	<b>OPPORTUNITIES:</b> <i>New opportunities for profit and growth</i>	<b>THREATS:</b> <i>What external threats could be harmful?</i>