

CURRENT STATE

SWOT Analysis

The SWOT Analysis is a structured process used to identify and evaluate the strengths, weaknesses, opportunities and threats of an organization. The strengths are the internal characteristics of the business that give it an advantage over the competition. Conversely, the weaknesses are internal characteristics that place the business at a disadvantage. Both strengths and weaknesses are internal to the organization and are typically controllable by the business itself. The opportunities consist of the external elements that the business can exploit for an advantage, while threats are elements in the environment that could pose a risk to the business. Opportunities and threats are external to the organization and cannot be controlled by the business; however, the organization can choose how it will react to the opportunities and threats.

For each, list the top strengths, weaknesses, opportunities and threats that face your organization.

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