

	Favorable	Unfavorable
Internal	Strengths What are your strengths? What do you do better than others? What unique capabilities do you have? What do you perceive as your strengths?	Weaknesses What are your weaknesses? What do your competitors do better than you? What do others perceive as your weakness?
External	Opportunities What trends or conditions may positively impact you? What opportunities are available to you?	Threats What trends or conditions may negatively impact you? What your competitors doing that may impact you? Do you have solid financial support? What impact do your weaknesses have on the threats to you?

	Favorable	Unfavorable
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Internal	Strengths	Weaknesses
External	Opportunities	Threats

