

SWOT ANALYSIS

CONDUCTING A **SWOT ANALYSIS** IS HELPFUL FOR ANY BUSINESS TO FULLY UNDERSTAND THEIR ENVIRONMENT, ENABLING **INFORMED DECISION-MAKING** AND **STRATEGIC PLANNING**. TO CONDUCT A SWOT ANALYSIS, GATHER A DIVERSE TEAM, BRAINSTORM, AND LIST FACTORS FOR EACH CATEGORY BELOW. THEN PRIORITIZE **KEY ELEMENTS** AND DEVELOP **STRATEGIC ACTIONS** BASED ON THE INSIGHTS.

STRENGTHS

WEAKNESS

OPPORTUNITIES

THREATS

