

# STRENGTHS

CHARACTERISTICS OF A BUSINESS THAT PRESENT ADVANTAGES OVER OTHER BUSINESSES IN THE SAME INDUSTRY / FIELD

# WEAKNESSES

CHARACTERISTICS OF A BUSINESS THAT PRESENT DISADVANTAGES COMPARED TO OTHER BUSINESSES IN THE SAME INDUSTRY / FIELD



# OPPORTUNITIES

ELEMENTS OF THE EXTERNAL ENVIRONMENT THAT CAN BE USED TO IMPLEMENT NEW STRATEGIES OR INCREASE PROFIT

# THREATS

ELEMENTS OF THE EXTERNAL ENVIRONMENT THAT CAN CAUSE HARM TO THE BUSINESS PROFITS OR INTEGRITY