

SWOT Analysis

Overview

What it is

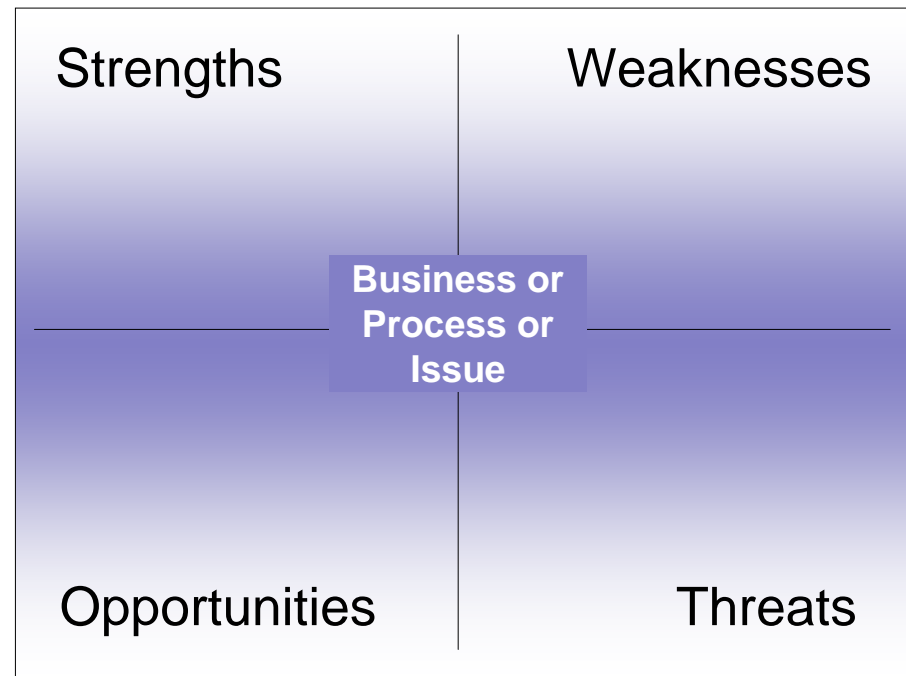
- An analysis tool that identifies the strengths, weaknesses, opportunities and threats to the business, a process or an issue

When to use it

- Can be used on your own business or that of a competitor; it also can be used at a personal level (e.g. career planning)

How it helps

- Summarizes all the various forces at play within a defined business, process or issue as a starting point for identifying areas for action



Strengths and **weaknesses** are often internal to your organization. **Opportunities** and **threats** often relate to external factors.