

SWOT analysis template

Overview

This SWOT Analysis template can be adapted to your own individual business.

SWOT analysis, an acronym for strengths, weaknesses, opportunities, and threat and is a structured planning method that evaluates those four elements of a project or business venture.

A SWOT analysis involves specifying the objective of the business venture and identifying the internal and external factors that are favourable and unfavourable to achieve that objective.

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