

For instructions on using SWOT Analysis, visit <https://www.mindtools.com/ambj63/swot-analysis>.

<p><b>Strengths</b></p> <p>What do you do well? What unique resources can you draw on? What do others see as your strengths?</p>	<p><b>Weaknesses</b></p> <p>What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?</p>
<p><b>Opportunities</b></p> <p>What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?</p>	<p><b>Threats</b></p> <p>What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?</p>