

SWOT ANALYSIS - TEMPLATE

	(Examples)	POSITIVE	NEGATIVE
EXTERNAL	<ul style="list-style-type: none"> - Location - Market - Reach - Innovation - Reputation - Capital 	Strengths	Weaknesses
INTERNAL	<ul style="list-style-type: none"> - Leaders - Staff - Reputation - Culture - Business strategies - Lack of talent - Lack of workforce planning - Being under prepared for hiring 	Opportunities	Threats