

BUSINESS NEEDS ANALYSIS TEMPLATE

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SWOT ANALYSIS

		INTERNAL FACTORS	
		STRENGTHS (+)	WEAKNESSES (-)
EXTERNAL FACTORS	OPPORTUNITIES (+)	STRENGTHS (+) / OPPORTUNITIES (+) STRATEGY	WEAKNESSES (-) / OPPORTUNITIES (+) STRATEGY
	THREATS (-)	STRENGTHS (+) / THREATS (-) STRATEGY	WEAKNESSES (-) / THREATS (-) STRATEGY

CURRENT STATE OF BUSINESS

**COMPETITIVE
ADVANTAGE**

**PRESSING
NEEDS**

BUSINESS VISION 5 TO 10 YEAR GOALS

CHALLENGES IN TAKING NEXT STEPS

ANALYSIS CONDUCTED BY

DATE

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