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**BUSINESS PLANNING SWOT**

|  |
| --- |
| **ANALYSIS OBJECTIVES** |
|   |
|  |  |
| **INTERNAL FACTORS** |
| **STRENGTHS (+)** | **WEAKNESSES (-)** |
|   |   |
|  |  |
| **EXTERNAL FACTORS** |
| **OPPORTUNITIES (+)** | **THREATS (-)** |
|   |   |
|  |  |
| **EVALUATION OF OBJECTIVES** |
|   |