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**BUSINESS PLANNING SWOT**

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