**Click here to e**[**xplore additional templates and resources for free in**](http://www.smartsheet.com/try-it?trp=8623&utm_source=integrated+content&utm_campaign=/15-free-task-list-templates&utm_medium=marketing+plan+template&lx=duH1Hj7ptdECV_UaNjYgjA)

****

**SIMPLE SWOT MATRIX**

|  |
| --- |
| **INTERNAL FACTORS** |
| **STRENGTHS (+)** | **WEAKNESSES (-)** |
|   |   |
|  |  |
| **EXTERNAL FACTORS** |
| **OPPORTUNITIES (+)** | **THREATS (-)** |
|   |   |