

# SWOT Analysis

State what you are assessing here \_\_\_\_\_

- Advantages
- Experience, knowledge
- Unique characteristics
- Resources
- Geographical advantage, location
- Relationships
- Competence, capabilities
- Quality, reputation

## strengths

## weaknesses

- Disadvantages
- Gap in experience, knowledge
- Financial aspects
- Reliability and trust
- Loss of key staff
- Geographical factors

- Strategic alliances, partnerships
- Service development
- Gaps in the market
- Emerging Policies
- Demographic trends
- Innovation and technology development

## opportunities

## threats

- Weak partnerships
- Strong competition
- Competitors new services and innovation
- Funding
- Staffing