# SWOT Analysis Template

*[Finish this SWOT analysis by identifying the strengths, weaknesses, opportunities, and threats for your business.]*

*Strengths – positive internal factors. For instance, what do we excel at?*

*Weaknesses – negative internal factors. For instance, where do we fall short?*

*Opportunities – positive external factors. For instance, what significant opportunities exist for us?*

*Threats – negative external factors. For instance, what could potentially pose risks to us?*

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| **Strengths:**  [Examples: experienced management team, exclusive intellectual property, substantial financial resources.] | **Weaknesses:**  [Examples: significant debt levels, negative public perception, unclear market positioning] |
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| Opportunities  Opportunities:  [Examples: reduced export taxes, growing demand for the product, widening market gap] | Threats  [Examples: emerging competitors, changing government regulations, adverse media exposure] |
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