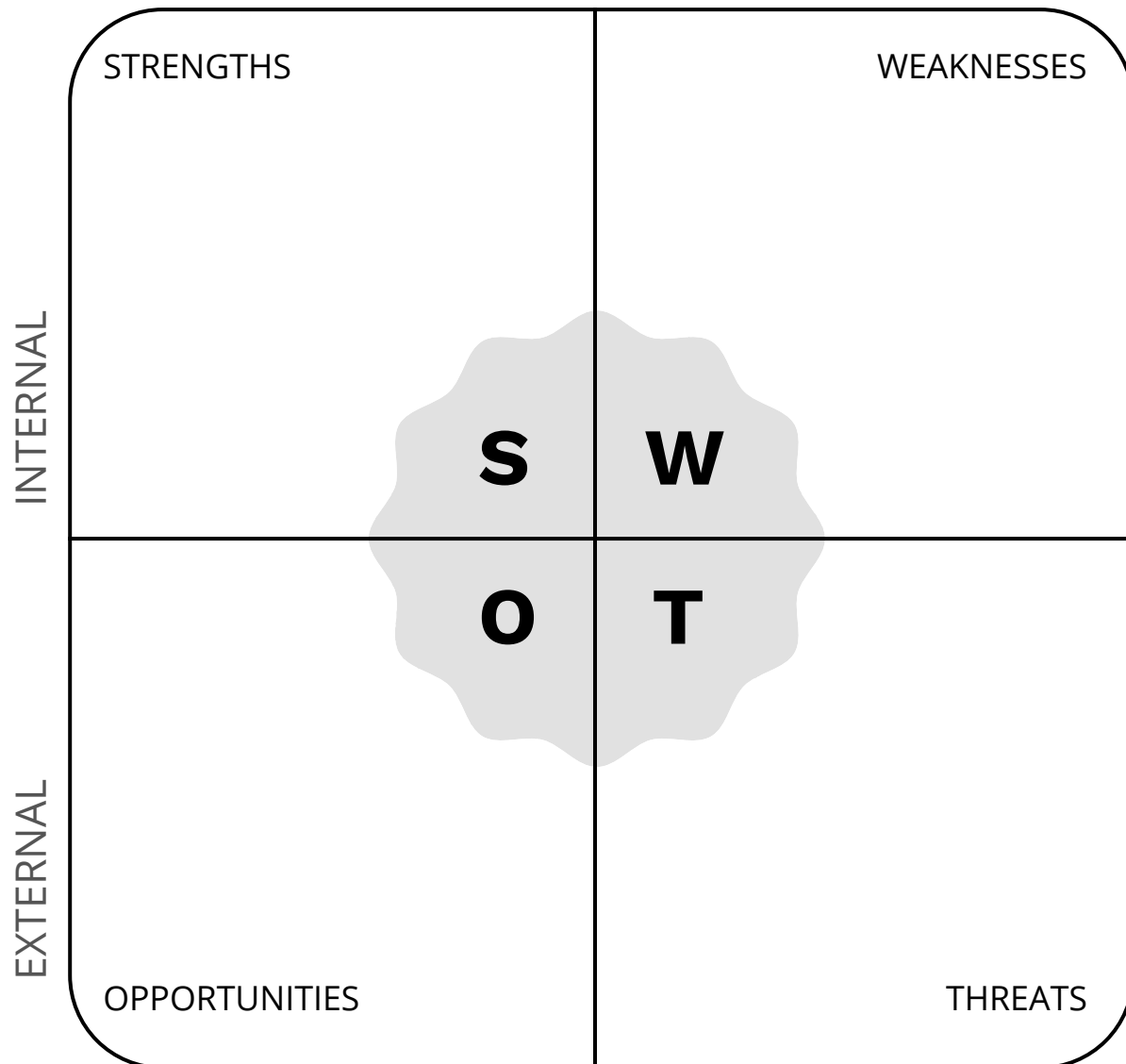


SWOT Analysis



Strengths

- What do you do better than anyone else?
- What do your customers love or praise?
- What value are you adding for customers?
- What are you proud of accomplishing?

Opportunities

- What trends or changes can you capitalize on?
- Is there a need in the market that no one is meeting yet?
- Are there gaps in your competition's services that you can fill?
- Can you turn your strengths into new, wider opportunities?

Weaknesses

- What could you improve or avoid?
- What projects or services are underperforming and why?
- What complaints do customers or employees bring up regularly?

Threats

- What obstacles do you face?
- Are there industry, regulatory, or economic changes that could negatively affect you?
- Do your weaknesses expose you to risks?
- What is the worst thing that could happen, realistically?