

SWOT Matrix

<p>Strengths</p> <p><i>*What strengths, skills, abilities, advantages, and resources do you now have that give you an advantage?</i></p>	<p>Weaknesses</p> <p><i>*What challenges, lack of skills, obstacles or needs do you now have that put you at a disadvantage?</i></p>
<p>Opportunities</p> <p><i>*What new skills, potential markets, business ventures, resources, and marketing channels, are available that would give you an advantage? (Usually External)</i></p>	<p>Threats</p> <p><i>*What potential problems do you now face that may put you at a disadvantage? (Usually External)</i></p>