



SWOT ANALYSIS

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STRENGTH

A strength is an internal attribute or advantage that positively contributes to an organization's performance, competitiveness, and ability to achieve its goals. It often includes factors such as a skilled workforce, strong management, unique resources, robust brand reputation, advanced technology, or efficient processes.

WEAKNESS

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A weakness is an internal limitation or disadvantage that hinders an organization's performance, competitiveness, and ability to achieve its goals. Weaknesses may include factors such as insufficient resources, lack of expertise, outdated technology, poor management, weak brand reputation, or inefficient processes.

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OPPORTUNITY

An opportunity is an external factor or favorable condition that an organization can capitalize on to enhance its performance, competitiveness, and ability to achieve its goals. Opportunities may arise from market trends, technological advancements, changes in customer needs, new market segments, or evolving industry regulations.

THREAT

T

A threat is an external factor or unfavorable condition that poses challenges or risks to an organization's performance, competitiveness, and ability to achieve its goals. Threats may stem from economic fluctuations, increased competition, changing customer preferences, regulatory changes, technological advancements, or natural disasters.



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