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## STRENGTHS

What do you do well?

What unique resources can you leverage?

What do others see as your strengths?

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## WEAKNESSES

What needs improvement?

What do competitors do better?

What resources do you lack?

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## OPPORTUNITIES

What opportunities are present?

What trends could you take advantage of?

How can you leverage your strengths?

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## THREATS

What threats could hurt your business?

What is your competition doing?

What weaknesses expose you to threats?

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