

SWOT MATRIX TEMPLATE

INTERNAL FACTORS		
	STRENGTHS (+)	IMPORTANCE
1		
2		
3		
4		
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19		
20		

INTERNAL FACTORS		
	WEAKNESSES (-)	IMPORTANCE
1		
2		
3		
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14		
15		
16		
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19		
20		

EXTERNAL FACTORS		
	OPPORTUNITIES (+)	IMPORTANCE
1		
2		
3		
4		
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11		
12		
13		
14		
15		
16		
17		
18		
19		
20		

EXTERNAL FACTORS		
	THREATS (-)	IMPORTANCE
1		
2		
3		
4		
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15		
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