

STRENGTHS

CHARACTERISTICS OF A BUSINESS THAT PRESENT ADVANTAGES OVER OTHER BUSINESSES IN THE SAME INDUSTRY / FIELD

WEAKNESSES

CHARACTERISTICS OF A BUSINESS THAT PRESENT DISADVANTAGES COMPARED TO OTHER BUSINESSES IN THE SAME INDUSTRY / FIELD



OPPORTUNITIES

ELEMENTS OF THE EXTERNAL ENVIRONMENT THAT CAN BE USED TO IMPLEMENT NEW STRATEGIES OR INCREASE PROFIT

THREATS

ELEMENTS OF THE EXTERNAL ENVIRONMENT THAT CAN CAUSE HARM TO THE BUSINESS PROFITS OR INTEGRITY