projekt.pm

SWOT Analysis

Strengths, weaknesses, opportunities and threats – and what follows from them

	+ positive	– negative
Internal Project / organisation	**S Strengths** *S1 –* *S2 –* *S3 –* *S4 –*	**W Weaknesses** *W1 –* *W2 –* *W3 –* *W4 –*
External Environment / market	**O Opportunities** *O1 –* *O2 –* *O3 –* *O4 –*	**T Threats** *T1 –* *T2 –* *T3 –* *T4 –*

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STRATEGIES

SO Matching *Use strengths to seize opportunities* *S1-O1:*	**WO Conversion** *Reduce weaknesses to seize opportunities* *W1-O1:*
ST Neutralisation *Use strengths to ward off threats* *S1-T1:*	**WT Defence** *Minimise weaknesses and threats together* *W1-T1:*

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