SWOT FINANCES

STRENGTHS

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WEAKNESSES

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OPPORTUNITIES

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THREATS

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BUILDER RESOURCES

Strengths

What do you do well?
What unique resources do you have?
What do others see as your strengths?
Where are you beneficially innovative?

Weaknesses

What could you improve?
Where do you lack resources?
What do others see as weaknesses?

Strategies that maximize Strengths

Strategies that minimize or eliminate Weaknesses

PLAN

Strategies that maximize Opportunities

Strategies that minimize Threats

What opportunities are open to you?
What trends can you take advantage of?
What strengths offer opportunities?

What threats could harm you?
What is the competition doing?
What threats do your weaknesses cause?

Opportunities

Threats