**SWOT analysis template**

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| **Strengths**  What do you do well?  What resources can you draw on?  What do others see as your strengths? | **Weaknesses**  What could you improve?  Where do you have fewer resources than others?  What are others likely to see as your weaknesses? |
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| **Opportunities**  What opportunities are open to you?  What trends can you take advantage of?  How can you turn your strengths into opportunities? | **Threats**  What threats could harm you?  What is your competition doing?  What threats do your weaknesses expose you to? |
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