**SWOT Analysis**

* **Strengths**: What is your business/organisation good at?
* **Weaknesses**: What does your business/organisation need to improve upon?
* **Opportunities**: What market trends could lead to increased customer numbers?
* **Threats**: What are the external factors that could jeopardise your success?

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| **Strengths** | **Weaknesses** |
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| **Opportunities** | **Threats** |
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