

## **SWOT analysis**

Internal (analyze second)

- Strengths
- Weaknesses

External (analyze first)

- Opportunities
- Threats

	Positive factors	Negative factors
Internal factors	Strengths	Weaknesses
External factors	Opportunities	Threats

## **Web site references**

<http://www.businessballs.com/swotanalysisfreetemplate.htm>

<http://www.quickmba.com/strategy/swot/>

[http://www.marketingteacher.com/Lessons/lesson\\_swot.htm](http://www.marketingteacher.com/Lessons/lesson_swot.htm)

<http://erc.msh.org/quality/ittools/itswot.cfm>

<http://cbae.nmsu.edu/~dboje/sbc/pages/page3.html>

<http://www.businessplans.org/2mba/2mba12.html>