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|  | SWOT analysis |

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| Strengths  Strengths are the internal resources and capabilities we have and can use to develop our competitive advantage. Please list strengths below: |
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| Weaknesses  Weaknesses are the internal resources and capabilities we lack or need to significantly improve. Please list weaknesses below:  1. |
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| Opportunities  These are external opportunities for profit and growth. Please list opportunities below: |
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| Threats  These are external environmental factors that give cause for concern. Please list threats below:  1. |
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