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|  | SWOT analysis |

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