**SWOT Analysis**

**Project Manager/Executive: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Project Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| --- | --- | --- |
|  | POSITIVE | NEGATIVE |
| INTERNAL | **Strengths**   1. *Internal strength* 2. *Internal strength* 3. *Internal strength* | **Weaknesses**   1. *Internal weakness* 2. *Internal weakness* 3. *Internal weakness* |
| EXTERNAL | **Opportunities**   1. *External opportunity* 2. *External opportunity* 3. *External opportunity* | **Threats**   1. *External Threat* 2. *External Threat* 3. *External Threat* |
|  |  |  |

**Purpose: ­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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