

	Help objectives	Difficulty objectives
Internal	Strengths <ul style="list-style-type: none"> • Planning and time management • Business knowledge • Approach with end users 	Weaknesses <ul style="list-style-type: none"> • Little work experience • Learning with technology • Budget investment
External	Opportunities <ul style="list-style-type: none"> • Little exploited market • Artistic variety 	Threats <ul style="list-style-type: none"> • High competitors