

# SWOT Analysis

*Action being considered:*

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<p><b>Strengths</b></p> <p>What are the potential strengths or advantages of taking this action?</p>	<p><b>Weaknesses</b></p> <p>What are the potential weaknesses or disadvantages of taking this action?</p>
<p><b>Opportunities</b></p> <p>What are the potential opportunities that could arise as a result of taking this action?</p>	<p><b>Threats</b></p> <p>What are the potential threats that could arise as a result of taking this action?</p>

*Looking at the factors above, what does your gut feeling tell you?*

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