**SWOT ANALYSIS**

**Weakness:**

* What elements can we improve?
* How successful have past strategies been?
* How secure our finances?

**Strength:**

* What makes us successful?
* Why do clients love our products/services?
* What makes us better than our competitors?

**S**

**W**

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**T**

**Opportunity:**

* Are we taking advantage of current trends?
* Are we utilizing our technology in most efficient manner?
* Does research and development have what it needs to meet our goal?

**Threat:**

* Are our competitors’ product outselling ours?
* Are we keeping up with our technology?
* Are there any internal human resources threat?