

## INTERNAL INFLUENCES — S.W.O.T.

This is a great exercise to assess the strengths and weaknesses of your new business. You can do this before you open your business by considering the strengths and weakness of your business model. Once you have been operating for a year, review and update it every 12 months. As you do this exercise, you might notice that some strengths can also be seen as weaknesses, and some threats can also be seen as opportunities.

Internal influences	Effects on your business
Strengths:	
Weaknesses:	
Opportunities:	
Threats:	