

Exercise SWOT

| | Positive | Negative |
|----------|---|--|
| Internal | <div>Strengths</div> <ul style="list-style-type: none">•••• | <div>Weaknesses</div> <ul style="list-style-type: none">•••• |
| External | <div>Opportunities</div> <ul style="list-style-type: none">•••• | <div>Threats</div> <ul style="list-style-type: none">•••• |