**S.W.O.T ANALYSIS**

After analyzing the general and specific business environment, you should prepare the SWOT matrix:

* **W**eaknesses (weak points) and **S**trengths(strong points) of your business
* **T**hreats(obstacles) and **O**pportunities provided by the environment

|  |  |
| --- | --- |
| Business weaknesses  Weak points ... "to overcome" | Threats from the environment  Obstacles ... "to face" |
|  |  |
| Business strengths  Strengths ... "to maintain and enhance" | Opportunities from the environment  advantages "to take advantage of" |
|  |  |

Brief conclusion of your SWOT analysis:

Briefly define the competitive advantage that your business idea presents:

Discuss the strategies you will adopt in the initial development of your business idea: