

	<p>Helpful</p> <p>(to achieve the objective)</p>	<p>Harmful</p> <p>(to achieve the objective)</p>
<p>Internal origin</p> <p>(product/company attributes)</p>	<p>Strengths</p>	<p>Weakness</p>
<p>External origin</p> <p>(environment/market attributes)</p>	<p>Opportunities</p>	<p>Threats</p>