

SWOT Analysis

<p>Strengths (internal)</p> <ul style="list-style-type: none">• e.g. Staff	<p>Weaknesses (Internal)</p> <ul style="list-style-type: none">• e.g. Staff
<p>Opportunities (External)</p> <ul style="list-style-type: none">• Gap in the market	<p>Threats (External)</p> <ul style="list-style-type: none">• Existence of similar companies

