

SWOT Analysis. A SWOT Analysis stands for “Strengths, Weaknesses, Opportunities, and Threats”. It is a quick method for understanding an organization’s competitive position in the context of internal and external factors. Identifying these areas helps in strategizing actions to mitigate disadvantages and draw upon our unique advantages.

	Advantages	Disadvantages
Internal	<i>Strengths: (Internal strengths, such as people, resources, skills, etc. available)</i>	<i>Weaknesses: (Internal weaknesses, such as lack of resources, knowledge, funds, skills)</i>
External	<i>Opportunities: (External opportunities in the area, location, environment, economy available to our advantage.)</i>	<i>Threats: (External threats to the organization, such as competition, political climate, environmental conditions, etc)</i>

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