**SWOT analysis template**

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| **Strengths**What do you do well?What resources can you draw on?What do others see as your strengths? | **Weaknesses**What could you improve?Where do you have fewer resources than others?What are others likely to see as your weaknesses? |
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| **Opportunities**What opportunities are open to you?What trends can you take advantage of?How can you turn your strengths into opportunities? | **Threats**What threats could harm you?What is your competition doing?What threats do your weaknesses expose you to? |
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