**SWOT ANALYSIS TEMPLATE**

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|  |  | **PROJECT** | **COMPANY** |
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|  |  |  |  |
|  |  | **INTERNAL** | **FACTORS** |
|  |  | **STRENGTHS (+)** | **WEAKNESSES (–)** |
|  |  |  |  |
|  | **OPPORTUNITIES (+)** | **STRENGTHS (+) / OPPORTUNITIES (+) STRATEGY** | **WEAKNESSES (–) / OPPORTUNITIES (+) STRATEGY** |
| **EXTERNAL**  **FACTORS** |  |  |  |
|  | **THREATS (–)** | **STRENGTHS (+) / THREATS (–) STRATEGY** | **WEAKNESSES (–) / THREATS (–) STRATEGY** |
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