

Indicate if it is a:

Strength

Weakness

Opportunity

Threat

- \$\$ The price is too high \$\$



- There are no jobs in the country



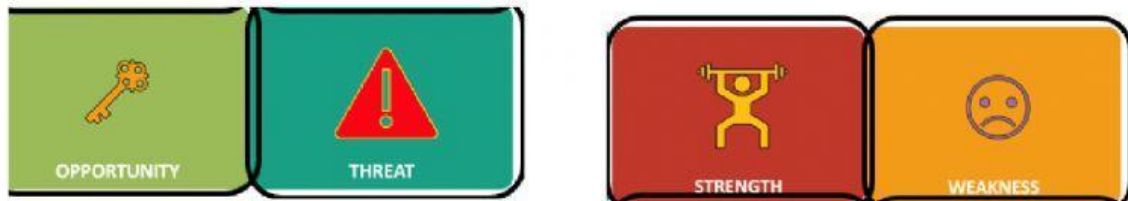
- We have very friendly employees



- There are very few competitors



Indicate whether it is External or Internal



Match the SWOT Elements

1) Match the elements of SWOT

S
W
O
T

Threats

Weaknesses

Strengths

Opportunities