SWOT ANALYSIS

(Brainstorm – *List items without initial questioning)*

Operation _____ *Date* _____

Strengths	*What are our operation's particular strengths? What are the unique aspects of what we do?*
Weaknesses	*What are the areas that are lacking? What do others do that we can't?*
Opportunities	*What is happening in the external environment that could provide opportunities for the operation?*
Threats	*What things in the external environment pose threats to the operation?*