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| **Item Under Investigation:** |  | **Date:** |  |
| **Project:** |  | **Analyst:** |  |
| **Strengths***Anything that the organisation is currently doing which give it strength and an advantage over its competitors. Factors may include:** *Strong cash availability*
* *Pre-existing systems to support new developments*
* *Strong brand*
* *Existing contracts*
* *Strong knowledgebase to draw from*
 | **Weaknesses***Any internal factors which limit the organisation. Factors may include:** *Organisational structure*
* *Existing systems or processes*
* *Knowledge gaps*
* *Cash-flow limitations*
* *Reputation*
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| **Opportunities***Any external factors which the organisation could adopt. Factors may include:** *New technological developments*
* *Export market available*
* *Demographical trends*
* *Government incentives/initiatives*
 | **Threats***Anything that could cause problems for the organisation. Factors may include:** *Exchange rates for export markets*
* *Government restrictions/limitations*
* *Competitors getting to the market first*
* *Price wars with competitors*
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