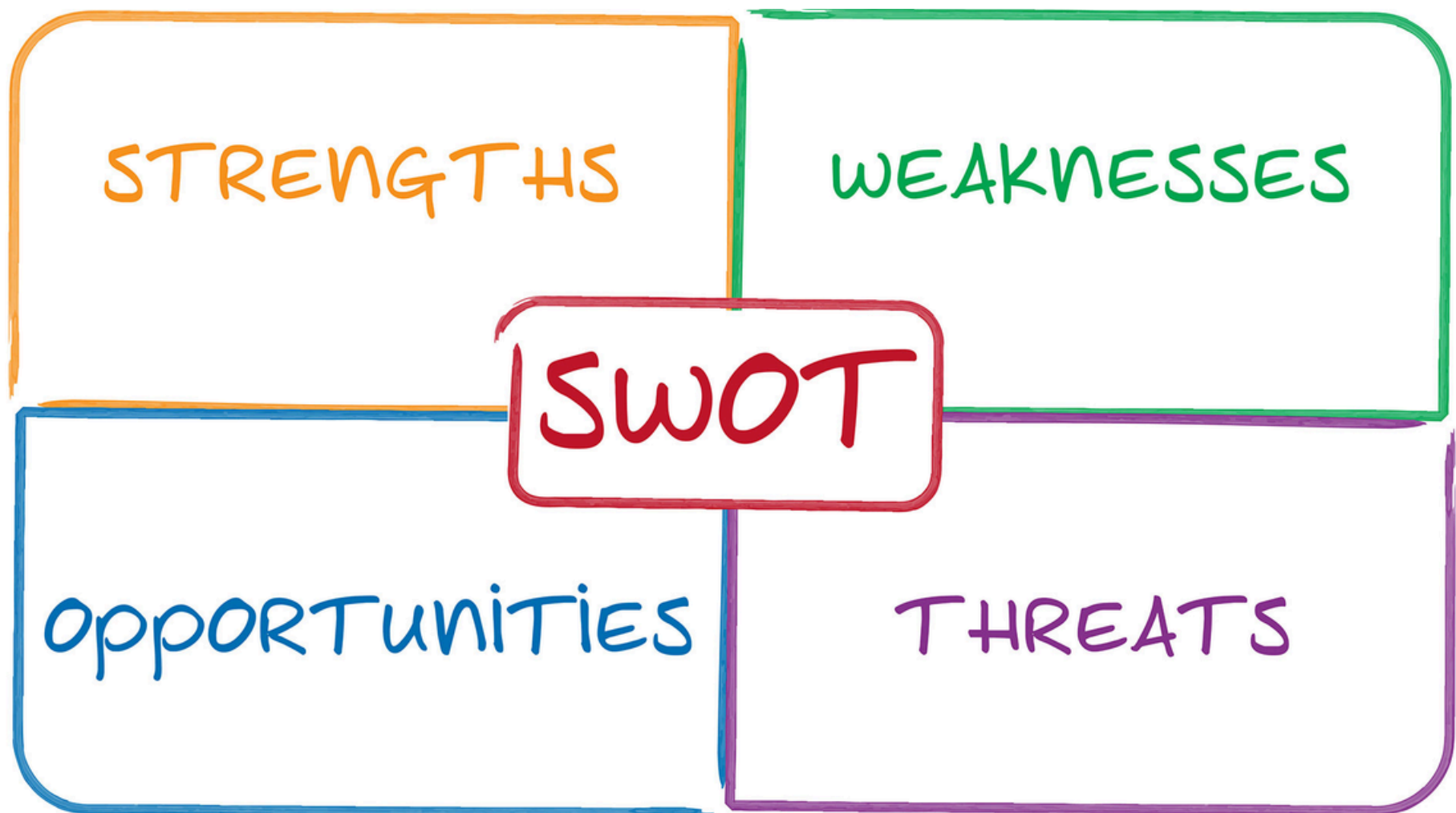


SWOT ANALYSIS



A SWOT analysis is a simple tool used to understand a business or project's position by looking at its Strengths, Weaknesses, Opportunities, and Threats. Here's a breakdown in simple terms:

1. *STRENGTHS (WHAT YOU'RE GOOD AT)*

These are internal factors that give an advantage.

- Examples: Strong brand, loyal customers, skilled team, good location.

2. *WEAKNESSES (WHERE YOU'RE LACKING)*

These are internal factors that put you at a disadvantage.

- Examples: High costs, outdated technology, limited resources, weak marketing.

3. OPPORTUNITIES (WHAT CAN HELP YOU GROW)

These are external factors you can take advantage of.

- Examples: New markets, trends favoring your business, weaker competitors, advances in technology.

4. THREATS (WHAT COULD HARM YOU)

These are external factors that could cause problems.

- Examples: New competitors, economic downturns, changes in regulations, substitute products.

WHY WE USE SWOT?

It helps businesses or individuals plan strategies by focusing on what they're good at, improving weaknesses, using opportunities, and preparing for threats.

