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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* | | |
| **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* | | |