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<th><strong>OPPORTUNITIES</strong></th>
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SWOT Analysis – GPP in your organisation

QUESTIONS TO ASK DURING A SWOT ANALYSIS

Strengths (internal, positive factors)

Strengths describe the positive attributes, tangible and intangible, internal to your organization. They are within your control.

- What do you do well that can help you in this field?
- What internal resources do you have? Think about the following:
  - Positive attributes of people, such as knowledge, background, education, credentials, network, reputation, or skills.
  - Tangible assets of the organisation, such as existing customers or distribution channels or technology.
- Do you have strong research and development capabilities?
- What other positive aspects, internal to your business, add value or offer you a competitive advantage?

Weaknesses (internal, negative factors)

A weakness is a limitation or fault that exists within your organisation. It prevents you from achieving your purpose and goals. Examples include inefficient resources or poorly defined and executed processes.

- What areas need improvement to accomplish your objectives?
- What does your organisation lack (for example, expertise or access to skills or technology)?
- Does your organisation have limited resources?

Opportunities (external, positive factors)

An opportunity is any favorable situation, trend or change that can help you to convert a weakness into a strength, increase your operational strength, improve your reputation, or protect your resources.

- Is the perception of your organisation positive?
- What opportunities exist in your market or the environment that you can benefit from?
- Has there been recent market growth or have there been other changes in the market that create an opportunity?
- Is the opportunity ongoing, or is there just a window for it? In other words, how critical is your timing?

Threats (external, negative factors)

A threat is any unfavorable situation, trend or change that impedes your ability to meet your strategic objectives, and potentially damages or threatens your capabilities. You have no control over these, but you may benefit by having contingency plans to address them if they should occur.

- What factors beyond your control could place your organisation at risk?
- What situations might threaten your marketing efforts?

Source: http://articles.bplans.com/how-to-perform-swot-analysis/