

SWOT Analysis

	<p style="text-align: center; font-size: 24px; margin: 0;">Helpful</p> <p style="text-align: center; font-size: 12px; margin: 0;">to achieving the objective</p>	<p style="text-align: center; font-size: 24px; margin: 0;">Harmful</p> <p style="text-align: center; font-size: 12px; margin: 0;">to achieving the objective</p>
<p style="font-size: 24px; margin: 0;">Internal Origin</p> <p style="font-size: 12px; margin: 0;">(attributes of the organization)</p>	<p>Strengths: <i>attributes of the person or company that are helpful to achieving the objective.</i></p>	<p>Weaknesses: <i>attributes of the person or company that are harmful to achieving the objective.</i></p>
<p style="font-size: 24px; margin: 0;">External origin</p> <p style="font-size: 12px; margin: 0;">(attributes of the environment)</p>	<p>Opportunities: <i>external conditions that are helpful to achieving the objective.</i></p>	<p>Threats: <i>external conditions which could do damage to the objective.</i></p>