

List all the Strengths, Weaknesses, Opportunities and Threats for your business. Then the actions you will take for each item listed to give your business an advantage or to address any weaknesses or threats identified.

## SWOT ANALYSIS

<b>YOUR STRENGTHS</b>	<b>WHAT ACTION CAN YOU TAKE?</b>
<b>YOUR WEAKNESSES</b>	<b>WHAT ACTION CAN YOU TAKE?</b>



**ANDREA MOODY**  
PATHWAYS TO SUCCESS

<b>YOUR MARKET OPPORTUNITIES</b>	<b>WHAT ACTION CAN YOU TAKE?</b>
<b>YOUR EXTERNAL THREATS</b>	<b>WHAT ACTION CAN YOU TAKE?</b>