

S.W.O.T. ASSESSMENT WORKSHEET

Business Objective: _____

Favorable		Unfavorable		
Internal	<u>Strengths</u> 	<u>BB</u>	<u>Weaknesses</u> 	<u>BB</u>
External	<u>Opportunities</u> 	<u>BB</u>	<u>Threats</u> 	<u>BB</u>

TEAM: _____