



## SWOT Template

This is an example! Trust yourself: Carry out your own diagnosis so that it is well adapted to your project and your environment...

	Matrix Strengths Weaknesses Opportunities Threats (SWOT)	
	Forces	Weaknesses
INTERNAL	<i>What are the strong points for you and your project?</i>	<i>What are the areas of improvement for you and your project?</i>
EXTERNAL	Opportunities	Threats
	<i>What opportunities could you take advantage of?</i>	<i>What threats could your company face?</i>

***INTERNAL:*** Elements specific to the company and the promoter (It's you!): Organization, finances, products/services, distribution, your prices, assets and skills, etc.

***EXTERNAL:*** Elements specific to the business environment and the market: Legal, economic, technological context, demand, competitors and their prices, etc.