

INTERNAL FACTORS

STRENGTHS WEAKNESSES

OPPORTUNITIES THREATS

EXTERNAL FACTORS

STRATEGY BUILDING

S + $\mathbf{O} = \underline{\mathsf{MAX}}$ strengths & opportunities

W + O = MIN weaknesses, MAX opportunities

S + **T** = \underline{MAX} strengths, \underline{MIN} threats

W + T = MIN weaknesses & threats

