

S W O T analysis

Insert what you perceive to be the strengths, weaknesses, opportunities and threats to your business idea. The basic concept of the SWOT matrix is:

your opportunities come from your strengths; and
your threats come from your weaknesses.

Complete the SWOT MATRIX:

<p>STRENGTHS ie a value adding service/product</p>	<p>WEAKNESSES ie insufficient funds for development</p>
<p>OPPORTUNITIES ie low cost to produce</p>	<p>THREATS ie larger business produces it first</p>