

## SWOT analysis

### Strengths

The internal resources or capabilities of your business that are better than those of your competition and positively contribute to your profitability.

### Weaknesses

The internal resources or capabilities of your business that are below those of your competition and may damage your profitability. Weaknesses need to be improved, sometimes with external help.

### Opportunities

The external factors or conditions that your business can exploit to build success. Take advantage of opportunities by using your strengths, supported by the most appropriate marketing strategies to enhance your competitive edge.

### Threats

Threats are external factors that could adversely affect the success of your business. You usually have little or no control over them, but you need to be prepared for their impact.