**SWOT Analysis**

What actions do you do well?   
What do you have?

What is going on around you that seems to be useful?

What obstacles do you face in your mission right now?

What don’t you do well?

What are you missing?

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**Buyer’s Power**

**Threat of Substitution**

**Supplier’s Power**

**Competitor’s Rival**

**Threat of New Entry**