**SWOT**

* SWOT stands for strengths, weaknesses, opportunities and threats
* Is an analytical framework that can help an organization face its greatest challenges and find its most promising opportunities.
* SWOT analyses are often used during strategic planning. They can serve as a precursor to any sort of organizational action, such as exploring new initiatives, making decisions about new policies, identifying possible areas for change, or refining and redirecting efforts.

**EXAMPLE:**



