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| **I N T E R N A L F A C T O R S** |  |  |  |
| **STRENGTHS ( + )** | **IMPORTANCE** | **WEAKNESSES ( – )** | **IMPORTANCE** |
| **1** |  | **1** |  |
| **2** |  | **2** |  |
| **3** |  | **3** |  |
| **4** |  | **4** |  |
| **5** |  | **5** |  |
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| **12** |  | **12** |  |
| **13** |  | **13** |  |
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| **15** |  | **15** |  |
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| **18** |  | **18** |  |
| **19** |  | **19** |  |
| **20** |  | **20** |  |
| **EX T E R N A L F A C T O R S** |  |  |  |
| **OPPORTUNITIES ( + )** | **IMPORTANCE** | **THREATS ( – )** | **IMPORTANCE** |
| **1** |  | **1** |  |
| **2** |  | **2** |  |
| **3** |  | **3** |  |
| **4** |  | **4** |  |
| **5** |  | **5** |  |
| **6** |  | **6** |  |
| **7** |  | **7** |  |
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