**ANALIZA SWOT**

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| --- | --- |
| **Mocne Strony** (**S**trengts) | **Słabe strony** (**W**eakness) |
| 1. ............................................................... 2. ............................................................... 3. ............................................................... 4. ............................................................... 5. ............................................................... 6. ............................................................... 7. ...............................................................   …................................................................... | 1. ............................................................... 2. ............................................................... 3. ............................................................... 4. ............................................................... 5. ............................................................... 6. ............................................................... 7. ...............................................................   …................................................................... |
| **Szanse** (**O**pportunities) | **Zagrożenia** (**T**hreats) |
| 1. ............................................................... 2. ............................................................... 3. ............................................................... 4. ............................................................... 5. ............................................................... 6. ............................................................... 7. ...............................................................   …................................................................... | 1. ............................................................... 2. ............................................................... 3. ............................................................... 4. ............................................................... 5. ............................................................... 6. ............................................................... 7. ...............................................................   …................................................................... |

Instrukcja:

**Mocne i Słabe Strony** Twojej firmy

**Szanse i Zagrożenia** pojawiają się na rynku

Przykładowe czynniki:

Punktowa

W wersji edytowalnej – word

W wersji nieedytowalnej – pdf