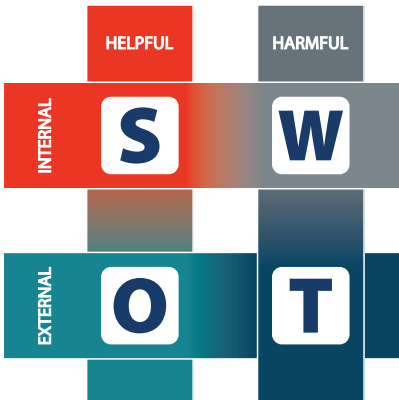# SWOT Analysis

Strengths:	Attributes that are helpful to achieving the objective
Weaknesses:	Attributes that are harmful to achieving the objective
Opportunities:	External conditions helpful to achieving the objective
Threats:	External conditions which could do damage to the objective

HELPFUL **HARMFUL**

INTERNAL **S** **W**

EXTERNAL **O** **T**

	HELPFUL	HARMFUL
	STRENGTHS	**WEAKNESSES**
INTERNAL		
EXTERNAL	**OPPORTUNITIES**	**THREATS**