

SWOT ANALYSIS

| INTERNAL FACTORS | | | | | |
|------------------|--|------------|----------------|--|------------|
| STRENGTHS (+) | | IMPORTANCE | WEAKNESSES (-) | | IMPORTANCE |
| 1 | | | 1 | | |
| 2 | | | 2 | | |
| 3 | | | 3 | | |
| 4 | | | 4 | | |
| 5 | | | 5 | | |
| 6 | | | 6 | | |
| 7 | | | 7 | | |
| 8 | | | 8 | | |
| 9 | | | 9 | | |
| 10 | | | 10 | | |
| 11 | | | 11 | | |
| 12 | | | 12 | | |
| 13 | | | 13 | | |
| 14 | | | 14 | | |
| 15 | | | 15 | | |
| 16 | | | 16 | | |
| 17 | | | 17 | | |
| 18 | | | 18 | | |
| 19 | | | 19 | | |
| 20 | | | 20 | | |

| EXTERNAL FACTORS | | | | | |
|-------------------|--|------------|-------------|--|------------|
| OPPORTUNITIES (+) | | IMPORTANCE | THREATS (-) | | IMPORTANCE |
| 1 | | | 1 | | |
| 2 | | | 2 | | |
| 3 | | | 3 | | |
| 4 | | | 4 | | |
| 5 | | | 5 | | |
| 6 | | | 6 | | |
| 7 | | | 7 | | |
| 8 | | | 8 | | |
| 9 | | | 9 | | |
| 10 | | | 10 | | |
| 11 | | | 11 | | |
| 12 | | | 12 | | |
| 13 | | | 13 | | |
| 14 | | | 14 | | |
| 15 | | | 15 | | |
| 16 | | | 16 | | |
| 17 | | | 17 | | |
| 18 | | | 18 | | |
| 19 | | | 19 | | |
| 20 | | | 20 | | |