

## SWOT ANALYSIS PART A

<b>STRENGTHS</b> (Internal)	<b>WEAKNESSES</b> (Internal)
<p><i>What do we do really well? What are our advantages? What are our core competencies? What do we have experience in?</i></p>	<p><i>What do we need to strengthen in our organisation? Where do we lack resources? In what areas have we received complaints?</i></p>
<b>OPPORTUNITIES</b> (External)	<b>THREATS</b> (External)
<p><i>What new needs of our community/beneficiaries can we address? What trends (political, economic, social) can we take advantage of? What areas are being ignored by others that relate to our mission?</i></p>	<p><i>What external trends might negatively affect us? In what areas are our competitors advancing? What obstacles are we running into?</i></p>