

Internal Factors (IFAs) External Factors (EFAs)	<u>Strengths</u> (S) •	<u>Weaknesses</u> (W) •
<u>Opportunities</u> (O) •	SO Strategies ✓	WO Strategies ✓
<u>Threats</u> (T) •	ST Strategies ✓	WT Strategies ✓