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### ENVIRONMENTAL SCAN – SWOT ANALYSIS

A SWOT analysis is a strategic balance sheet of an organization which examines the strengths, the weaknesses, the opportunities, and the threats facing an organization.

It is one of the cornerstone analytical tools to help an organization develop a preferred future. To respond effectively to changes in the environment, it is important to understand external and internal contexts to develop a vision and a strategy that link the two.

The purpose of the SWOT analysis is to provide information on an organization’s strengths and weaknesses in relation to the opportunities and threats.

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| --- | --- | --- |
| Internal  Focus | Strengths: | Weaknesses: |
| External  Focus | Opportunities: | Threats: |