

# SWOT Analysis.

Identify the strengths, weaknesses, opportunities and threats to your business



A SWOT analysis can help you to come up with a successful strategy for the future by analysing these four areas of your business. It looks both inside your business and at external factors.

Strengths	Weaknesses
Opportunities	Threats

Improve your ability to spot the financial strengths, weaknesses, opportunities and threats to your business with an **accounting qualification**.

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