**SWOT Analysis Template**

### Internal Factors (Strengths / Weaknesses)
- General: People, Process, Technology, Information, Ideas, Beliefs, Values, Experience
- Departmental: Sales, Marketing, Finance, HR, IT, Administration, Operations
- Financial: Costs, Assets, Liabilities, Capital, Leverage, Liquidity, Expenses, Value, Profitability, Revenue, Debt, Risk
- Organizational: Management, Team, Morale, Structure, Location, Industry, Business Model, Partners, Accreditations
- Operational: Efficiencies, Time, Cost, Manpower, Machines, Automated, Manual
- Marketing: Product, Price, Place, Promotion

### External Factors (Opportunities / Threats)
- Macroenvironment: Social, Economic, Legal, Government, Technology, Environment
- Market: Customer, Competition, Trends