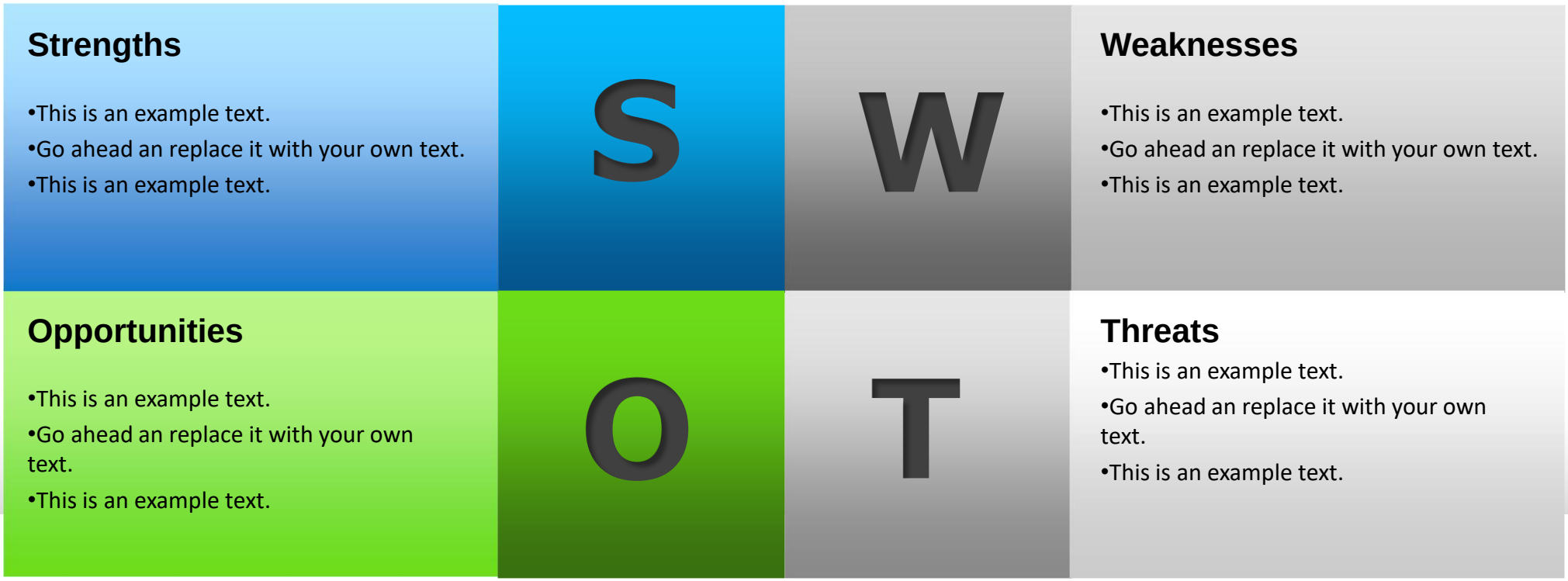
# **SWOT** ANALYSIS

Sub headline




SlideShop.com

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**SWOT** ANALYSIS

Primary factors

## S Strengths

- Advantages
- Experience, knowledge
- Unique caracteristics
- Resources
- Geographical advantage, location
- Competence, capabilities
- Quality, reputation

## W Weaknesses

- Disadvantages
- Gap in experience, knowledge
- Financial aspects
- Reliability and trust
- Loss of key staff
- Geographical factors

## O Opportunities

- Strategic alliances, partnerships
- Product development
- Import, export
- Innovation an technology development

## T Threats

- This is an example text.
- Loss af alliances and partners
- Price infaltion/deflation
- Strong competition
- Competitors new products and innovation

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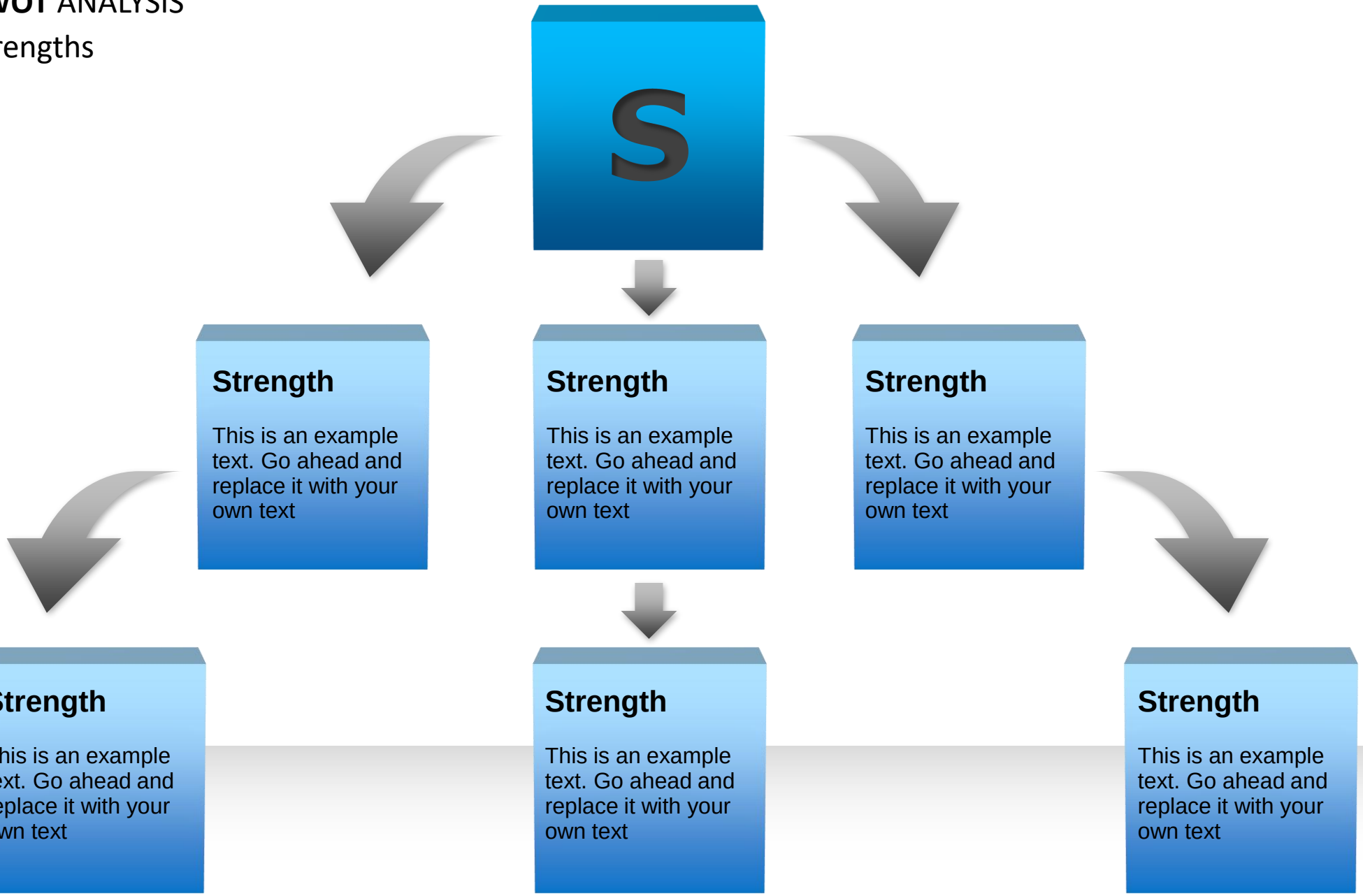
## Strengths



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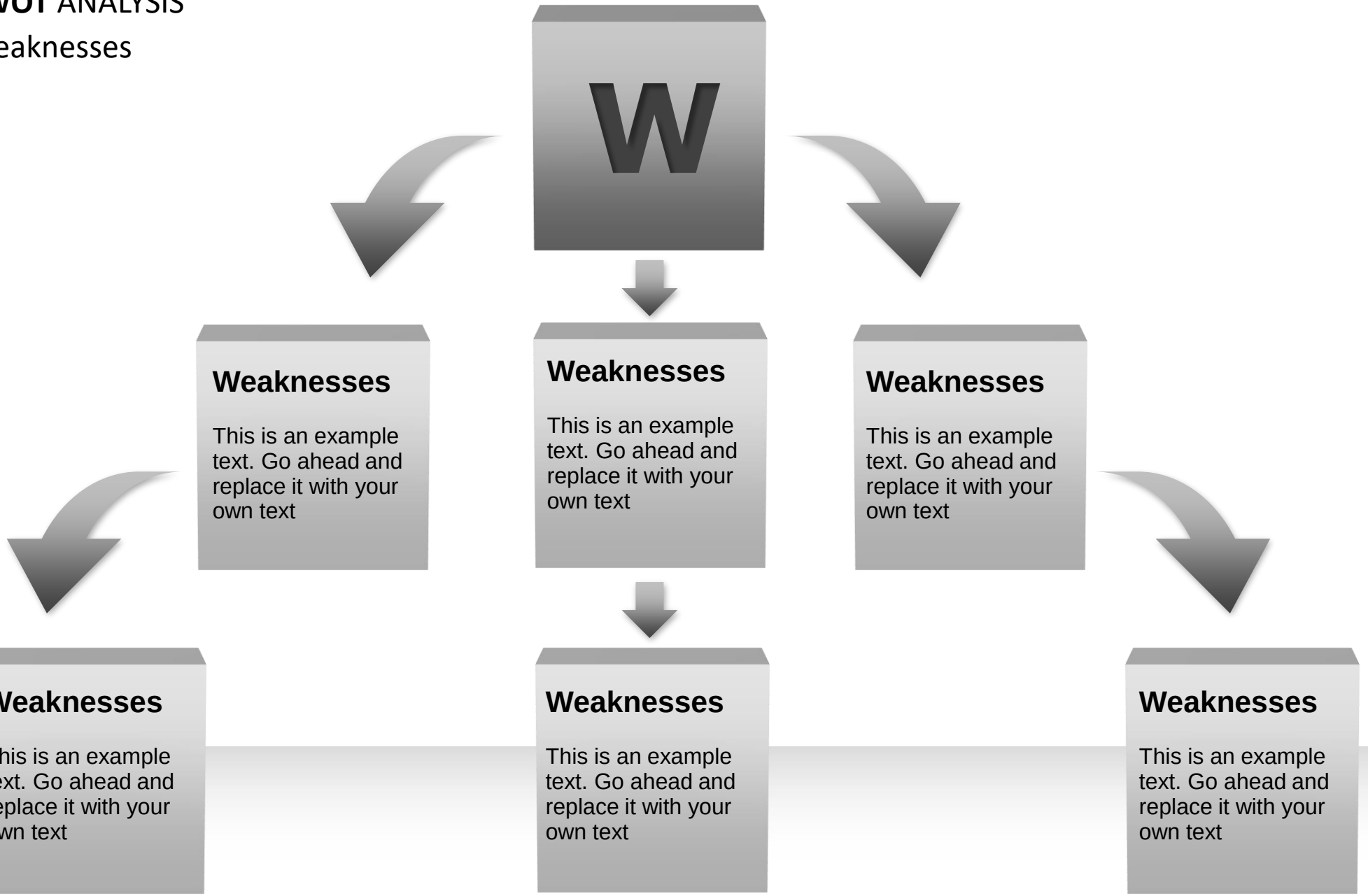
Weaknesses



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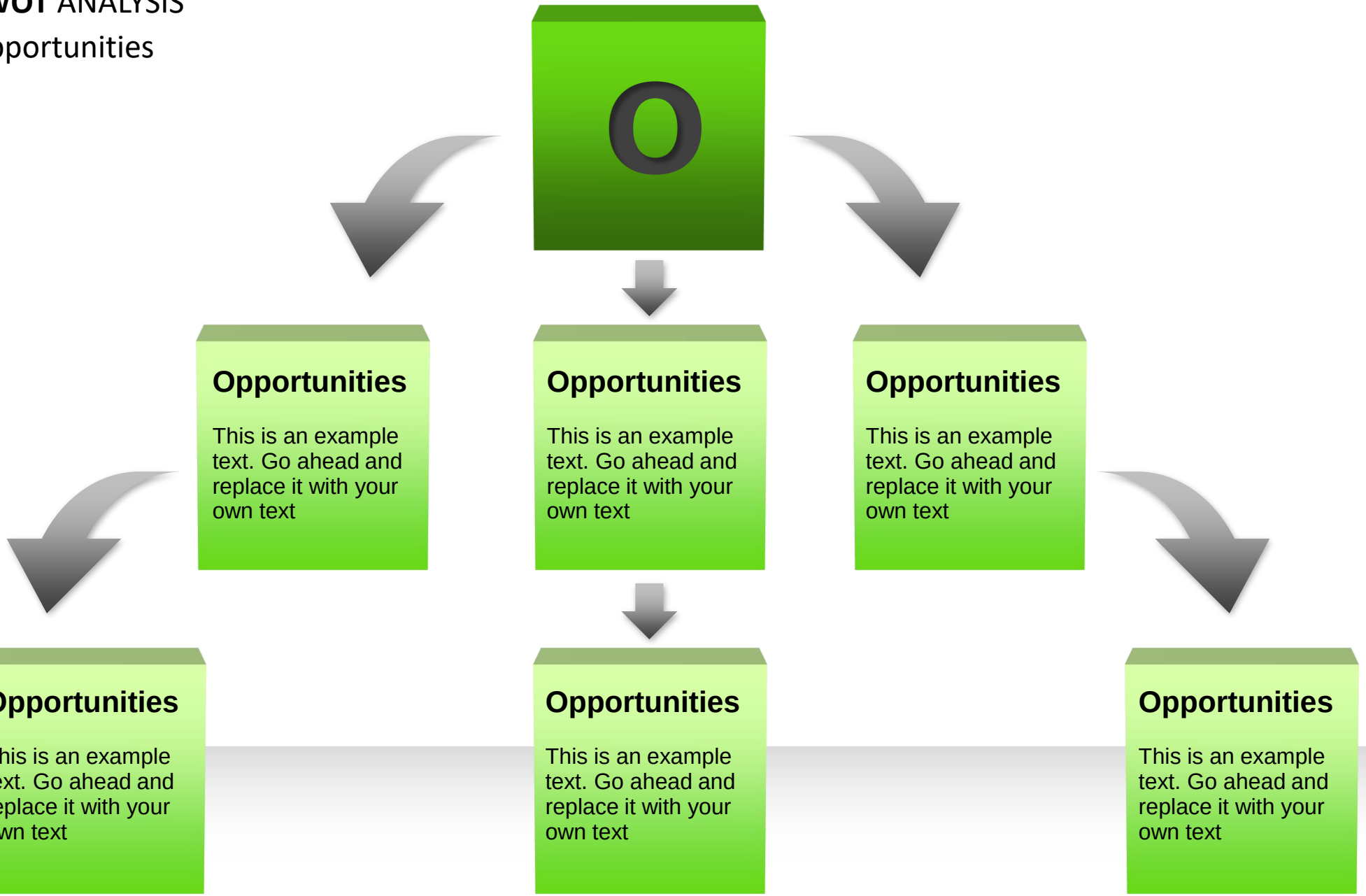
## Opportunities



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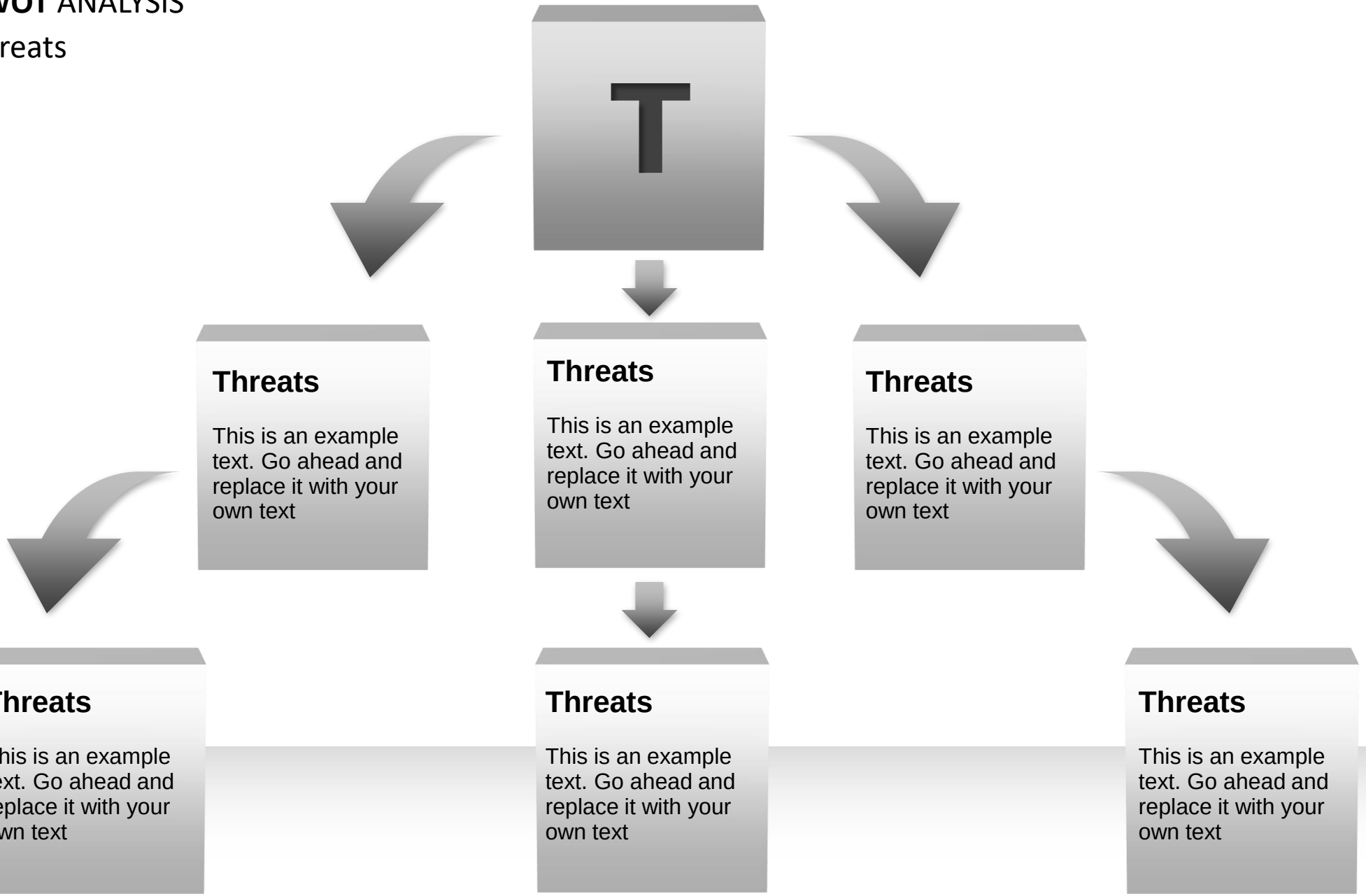
Threats



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Positive factors









## Strengths

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## Opportunities

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## Strengths

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## Opportunities

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## Strengths

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## Opportunities

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Negative factors









## Weaknesses

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## Threats

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## Weaknesses

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## Threats

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## Weaknesses

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## Threats

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# **SWOT** ANALYSIS




## Strengths

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## Weaknesses

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## Opportunities

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## Threats

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## Strengths

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## Weaknesses

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## Opportunities

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## Threats

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Differentiating values



# **SWOT** ANALYSIS

## Strengths




### Current strengths

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### Goals and project plan: strengths

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# **SWOT** ANALYSIS
## Weaknesses




### Current weaknesses

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### Goals and project plan: weaknesses

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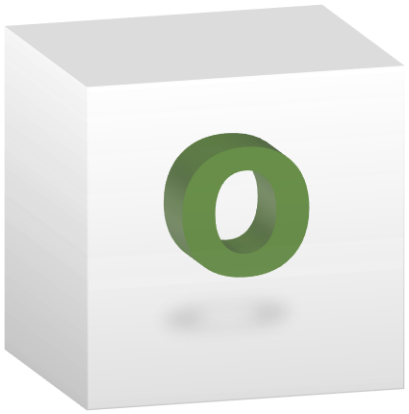
# **SWOT** ANALYSIS
## Opportunities




### Current opportunities

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### Goals and project plan: Opportunities

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# **SWOT** ANALYSIS
## Threats




### Current threats

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### Goals and project plan: threats

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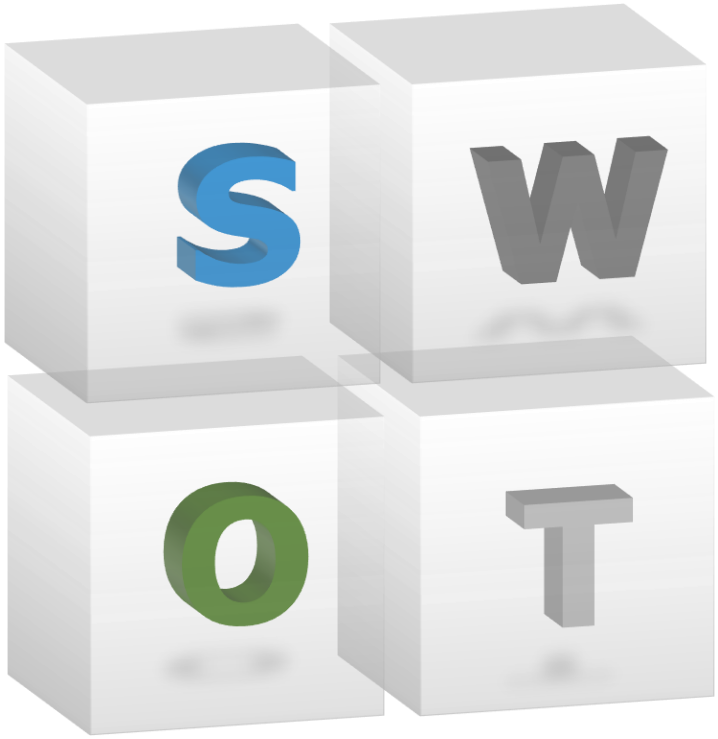
# **SWOT** ANALYSIS
Summary




## SWOT summary

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