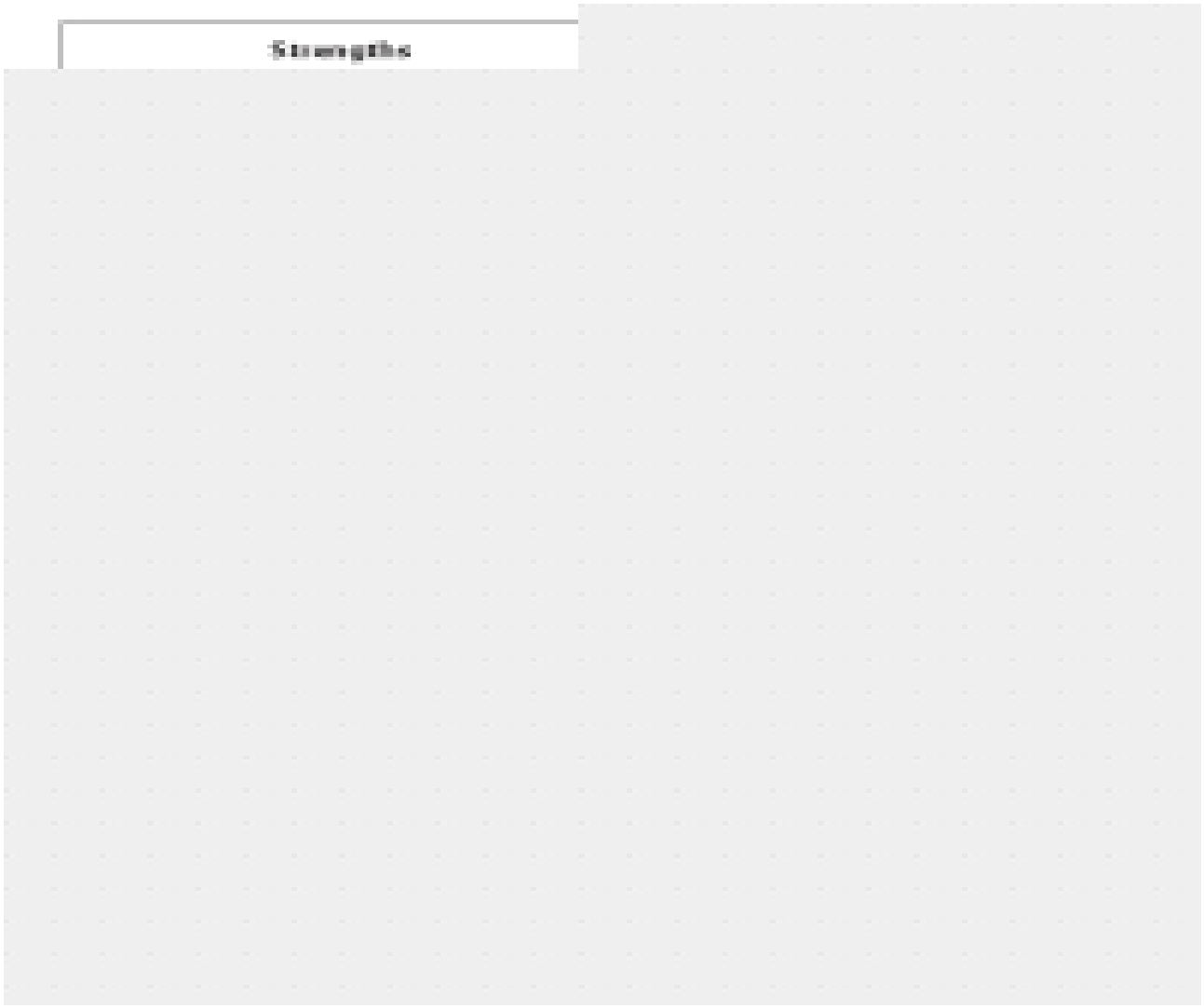
SWOT Analysis

Action being considered:

Strengths