

SWOT Analysis

Action being considered:

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| <p>Strengths What are the potential strengths or advantages of taking this action?</p> | <p>Weaknesses What are the potential weaknesses or disadvantages of taking this action?</p> |
| <p>Opportunities What are the potential opportunities or advantages to be realized as a result of taking this action?</p> | <p>Threats What are the potential threats that could arise as a result of taking this action?</p> |

Looking at the factors above, what does your gut feeling tell you?
