**SWOT Analysis Template**

**Student Name:**

**Thesis statement** (State the name of the selected organization and what will be covered in the SWOT Analysis in one sentence):

**Strategic Goal(s)** (Identify at least one strategic goal that could be pursued in the business plan based on the SWOT Analysis):

**Directions:** Complete each section of the SWOT Analysis Chart by using bullet points that contain clear statements that make sense to those who are unfamiliar with the selected organization. Include a minimum of four bullet points in each section of the chart. Utilize in-text citations to reference credible sources that sufficiently support the claims presented. Document all sources fully on the “Reference” page at the end of the document.

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| --- | --- |
| **Strengths**  In this section include information regarding:   * Strengths – characteristics that are attributes of the organization (internal in origin) that would be helpful in achieving the strategic plan. | **Weaknesses**  In this section include information regarding:   * Weaknesses – characteristics that are attributes of the organization (internal in origin) that would be harmful in achieving the strategic plan. |
| **Opportunities**  In this section include information regarding:   * Opportunities – characteristics that are attributes of the environment (external in origin) that would be helpful in achieving the strategic plan. | **Threats**  In this section include information regarding:   * Threats – characteristics that are attributes of the environment (external in origin) that would be harmful in achieving the strategic plan. |

**References**