This exercise is intended to help you become more familiar with the SWOT analysis. If you already have your business plan topic selected then do this simple analysis. What are the strengths of the organization (hospital, department, etc.? What are the weaknesses? Next, what are the opportunities (these usually can be tied to the strengths) and what are weaknesses.

**SWOT**

|  |  |
| --- | --- |
| **INTERNAL FACTORS** | |
| **STRENGTHS (+)** | **WEAKNESSES (-)** |
|  |  |
|  |  |
| **EXTERNAL FACTORS** | |
| **OPPORTUNITIES (+)** | **THREATS (-)** |
|  |  |