**BASIC SWOT ANALYSIS
MARKETING TEMPLATE**

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| SWOT ANALYSIS CONDUCTED FOR:  |  |

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| INTERNAL FACTORS |
| STRENGTHS + |   | WEAKNESSES – |
| In the *Strengths* section of a marketing SWOT template, one should identify and list the unique advantages and core competencies of the company in the context of the market and competitors. |   | In the *Weaknesses* section of a marketing SWOT template, one should pinpoint and detail the internal vulnerabilities or areas in need of improvement that might impede the company's growth or performance in the market. |
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| EXTERNAL FACTORS |
| OPPORTUNITIES + |   | THREATS – |
| In the *Opportunities* section of a marketing SWOT template, one should identify external factors or trends that the company can capitalize on for growth, market expansion, or increased revenue. |   | In the *Threats* section of a marketing SWOT template, one should list external challenges, risks, or barriers that might prevent the company from achieving its goals or might adversely affect the firm’s operations. |
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