

What do you do well?

What unique resources you can provide?

How do 3rd parties see your strengths?

Quick to respond to market changes.

Quick decision making.

Good reputation in community.

Higher costs than competition.

Modest advertising budget.

Insufficient capacity of current facilities.

Problems related to availability.

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Regional laws.

Digital infrastructure readiness.

Smart solutions.

Job opportunities in working field.

Companies in need of our skills.

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Changing regulations.

Geography.

Poor product quality.

What is your competition currently doing.

What threats can hurt your business.

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