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**WEAKNESSES**

**List internal financial elements**

**Low credit rating**

**Obsolete receivables on invoices**

**Debt, lack of income, cash deficiencies**

**Covid related economic situation**

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This template can help you analyse the financial standing of your business. Try examining your strengths, weaknesses, opportunities and threats. By performing this "SWOT" analysis, you can evaluate your current financial situation to help you craft a strategy that successfully handles both the internal and external factors facing your business.

**FINANCE SWOT ANALYSIS**

**COMPANY SLOGAN HERE**



**STRENGTHS**

**What positively affects your finance**

**List your competitive advantage**

**Feature exclusive to your market**

**What moves you closer to your goals**

**What you offer that is lucrative**



**THREATS**

**External forces not in your control**

**Poor selection of products**

**Competitor has lower prices**

**What your competitors do better**

**New laws activating**



**OPPORTUNITIES**

**Attainable actions that you will take**

**Possible discounts from suppliers**

**Equipment investment**

**Income, investments, debt reduction**

**Positive industry trends**