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| **INTERNAL** |
|  |  | Strengths ([**PRIMO-F**](http://rapidbi.com/PRIMOF_business_growth_model/))* People (nurses, patients, CLINICAL GOVERNANCE TEAM etc)
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* Innovation & Ideas
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* Operations (day to day running)
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  | Weaknesses ([**PRIMO-F**](http://rapidbi.com/PRIMOF_business_growth_model/))* People (nurses, patients, CLINICAL GOVERNANCE TEAM etc)
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| **EXTERNAL** | Opportunities* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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| Threats* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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