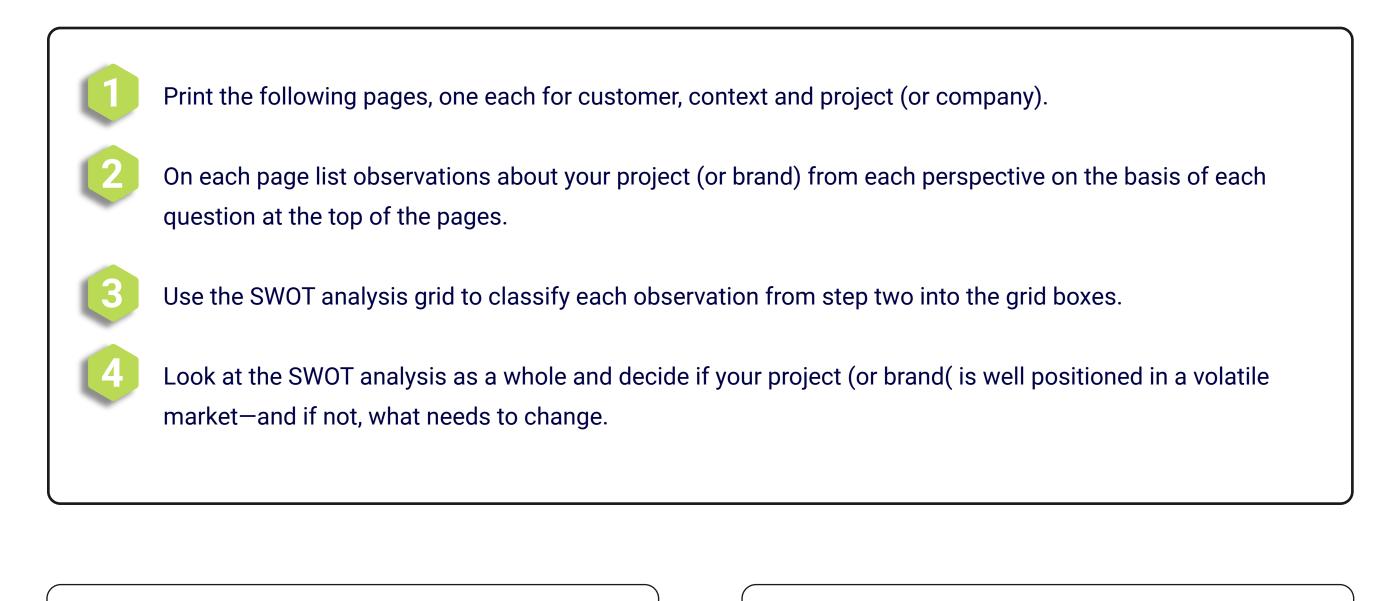


A SWOT ANALYSIS



STRENGTHS	

OPPORTUNITIES

THREATS

WEAKNESSES





A. Strengths

Inherent or internal factors that can help your project (or brand) adapt to changes.

B. Weaknesses

Inherent or internal factors that hinder your project (or brand's) adaptability.

C. Opportunities

Independent or external factors that can help your project (or brand) adapt.

D. Threats

Independent or external factors that jeopardize your project (or brand's)adaptability.



CUSTOMER

WHAT ARE CUSTOMERS' OPINIONS ABOUT YOUR BRAND, WHAT YOU OFFER AND HOW YOU SERVE THEM VS. YOUR COMPETITORS?



CONTEXT

HOW ARE KEY TRENDS IN YOUR CATEGORY, SUCH AS TECHNOLOGY DEVELOPMENTS AND MACRO FACTORS SUCH AS THE ECONOMY, IMPACTING YOUR BRAND PERFORMANCE?



COMPANY

HOW WELL ARE YOU LEVERAGING YOUR CAPABILITIES, ASSETS AND RESOURCES TO DIFFERENTIATE AND PROMOTE YOUR BRAND?

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