

SWOT Matrix

	Strengths	Weaknesses
Opportunities	<ul style="list-style-type: none">• Leverage strong brand to expand market presence.• Utilize skilled workforce in new projects.	<ul style="list-style-type: none">• Address limited R&D to capitalize on emerging trends.• Improve internal processes to seize upcoming opportunities.
Threats	<ul style="list-style-type: none">• Mitigate risks from competitors using brand reputation.• Enhance innovation to respond to industry changes.	<ul style="list-style-type: none">• Reduce operational inefficiencies to manage external risks.• Examine cost structure in anticipation of market downturns.

Important Notes

- SWOT Matrix helps in strategic decision-making by mapping internal strengths and weaknesses with external opportunities and threats.
- Each cell in the matrix suggests key actions based on combinations of factors.
- Ensure the SWOT assessment is updated regularly to reflect changes in the business environment.
- This table format aids clear visualization for teams and stakeholders.