

# SWOT Matrix

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

## 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.