




TOWS ANALYSIS

- List your strengths, weaknesses, opportunities and threats from your SWOT analysis in the top and left side boxes here.
- Complete each of the 4 central boxes with how you are going to:
 - use your strengths to take advantage of your opportunities
 - use your strengths to reduce the risk of the threats
 - improve in areas such as your weaknesses to take advantage of your opportunities
 - improve in areas such as your weaknesses to reduce the risk of the threats

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|--|---|---|----------|---------------|---|---|---------|---|---|-------------------------------|--------------------------------|
| <table border="1"> <tr> <td></td> <td style="background-color: #1a2b3c; color: white; text-align: center;">Strength</td> <td style="background-color: #1a2b3c; color: white; text-align: center;">Weakness</td> </tr> <tr> <td style="background-color: #1a2b3c; color: white; text-align: center; vertical-align: middle;">Opportunities</td> <td style="background-color: #fff9c4; text-align: center;">  <p>SO Maxi-Maxi Strategies</p> </td> <td style="background-color: #fff9c4; text-align: center;">  <p>WO Mini-Maxi Strategies</p> </td> </tr> <tr> <td style="background-color: #1a2b3c; color: white; text-align: center; vertical-align: middle;">Threats</td> <td style="background-color: #e0f7fa; text-align: center;">  <p>ST Maxi-Mini Strategies</p> </td> <td style="background-color: #e0f7fa; text-align: center;">  <p>WT Mini-Mini Strategies</p> </td> </tr> </table> <p>learn skills @ ALPS.ACADEMY</p> | | Strength | Weakness | Opportunities |  <p>SO Maxi-Maxi Strategies</p> |  <p>WO Mini-Maxi Strategies</p> | Threats |  <p>ST Maxi-Mini Strategies</p> |  <p>WT Mini-Mini Strategies</p> | Internal Strengths (S) | Internal Weaknesses (W) |
| | Strength | Weakness | | | | | | | | | |
| Opportunities |  <p>SO Maxi-Maxi Strategies</p> |  <p>WO Mini-Maxi Strategies</p> | | | | | | | | | |
| Threats |  <p>ST Maxi-Mini Strategies</p> |  <p>WT Mini-Mini Strategies</p> | | | | | | | | | |
| External Opportunities (O) | Strengths to Opportunities (SO) | Weaknesses to Opportunities (WO) | | | | | | | | | |
| External Threats (T) | Strengths to Threats (ST) | Weaknesses to Threats (WT) | | | | | | | | | |