**BUSINESS NEEDS ANALYSIS TEMPLATE**  **[A green sign with white text

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| SWOT ANALYSIS | | **INTERNAL** | **FACTORS** |
| **STRENGTHS (+)** | **WEAKNESSES (–)** |
|  | |  |  |
|  | **OPPORTUNITIES (+)** | **STRENGTHS (+) / OPPORTUNITIES (+) STRATEGY** | **WEAKNESSES (–) / OPPORTUNITIES (+) STRATEGY** |
| **EXTERNAL**  **FACTORS** |  |  |  |
|  | **THREATS (–)** | **STRENGTHS (+) / THREATS (–) STRATEGY** | **WEAKNESSES (–) / THREATS (–) STRATEGY** |
|  |  |  |  |

# current state of business

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| **COMPETITIVE ADVANTAGE** |  |
| **PRESSING NEEDS** |  |

# BUSINESS VISION 5 TO 10 YEAR GOALS

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# CHALLENGES IN TAKING NEXT STEPS

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| **ANALYSIS CONDUCTED BY** |  | **DATE** |  |

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