**SIMPLE SWOT MATRIX TEMPLATE. [A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11464&utm_source=integrated+content&utm_campaign=/content/project-risk&utm_medium=Simple+SWOT+Matrix+doc+11464&lpa=Simple+SWOT+Matrix+doc+11464&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)**

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| --- | --- |
| **INTERNAL FACTORS** | |
| **STRENGTHS (+)** | **WEAKNESSES (-)** |
|  |  |
|  |  |
| **EXTERNAL FACTORS** | |
| **OPPORTUNITIES (+)** | **THREATS (-)** |
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