**SWOT Analysis**

Threats

Opportunities

Strengths

* Market developments
* Industry or life style trends
* Innovation and technology development
* Global influences
* Market dimensions, horizontal, vertical
* Target markets
* Geographical import, export
* Major contracts, tactics and surprises
* Business/product development

Weaknesses

* Political and economical effects
* legislative effects
* environmental effects
* Competitive intentions
* Market demand
* Innovation in technologies, services and ideas
* New contracts and partners
* Loss of resources
* Obstacles to be faced
* Poor management strategies
* Economic condition home, abroad
* Capabilities
* Competitive advantages
* Resources, assets and people
* Experience, knowledge and data
* Financial reserves, returns
* Marketing, reach
* Innovative aspects
* Location, geographical
* Price, value and quality
* Processes, systems, it, communications
* Advantages of proposition
* Lack of capabilities
* Gap in competitive strengths
* Reputation, presence and reach
* Timescales, deadlines and pressures
* Financials
* Cash flow, cash drain
* Continuity, supply chain
* Effects on core activities
* Reliability of data, plan and project
* Management cover & succession