



Resource 3 SWOT Analysis

A SWOT Analysis is used to help you identify the best type of project for your organisation by outlining and comparing your internal capacities and your external environment. SWOT stands for:

- **Strengths:** Areas you do well or advantages of your organisation
- **Weaknesses:** Areas where your organisation needs to improve
- **Opportunities:** Factors external to your organisation that may contribute to your project’s success or amplify your organisation’s strengths
- **Threats:** Factors external to your organisation that may cause problems or present risks to your project



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