SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis

Strengths and weaknesses are generally internal, while opportunities and threats are often associated with external factors.

**Strengths** are unique advantages that our institution offers or that people perceive about our institution.

**Weaknesses** are unique disadvantages that our institution has or that people perceive about us.

**Opportunities** are changes or developments, typically from external sources, that could give rise to competitive advantages. Taking advantage of strengths or eliminating weaknesses also can give rise to competitive advantages.

**Threats** are changes or developments, typically from external sources, that could give rise to competitive disadvantages. Failure to take advantage of strengths or eliminate weaknesses also can give rise to competitive disadvantages.