

SWOT ANALYSIS

_____ your company name

<p style="text-align: center;">Strengths</p> <p>Examples: Patents Good reputation Ability to charge premium price</p>	<p style="text-align: center;">Weaknesses</p> <p>Examples: Lack of access to needed resources Lack of access to distribution channels High cost structure</p>
<p style="text-align: center;">Opportunities</p> <p>Examples: New technologies Loosening regulations Unmet customer need</p>	<p style="text-align: center;">Threats</p> <p>Examples: Increased trade barriers Emergence of substitute products Shift in trends away from firm's products</p>