

## SWOT Analysis

<b>SWOT ANALYSIS</b>						
	SWOT Analysis is a useful technique for understanding your Strengths and Weaknesses, and for identifying both the Opportunities open to you and the Threats you face, <b><u>while achieving that particular goal.</u></b>					
<b>MY GOAL</b>						
	To earn profits of Rs.2,00,000 per month from January 2016 by selling premium websites using online marketing and referrals, through current and past inquiries and requesting existing clients to give references.					
			<b>Description</b>	<b>Examples</b>	<b>Internal Factors</b>	<b>External Factors</b>
<b>S</b>	Strengths	What are the positive factors that will help you to achieve this goal ?	Experience, Huge Network of contacts, Special skill, Certifications etc.			
<b>W</b>	Weakness	What are the negative factors that will stop or slow you from reaching to your goal?	Low capital, Low confidence, Having no team, Less technical knowledge about the work etc.			
<b>O</b>	Opportunities	Considering your strengths, what opportunities can be opened by leveraging them?	Change in technology, Change in Govt Policy, Opening of a new college nearby etc.			
<b>T</b>	Threats	What challenges we may face while leveraging the opportunities and achieving the goals?	Huge competition, Low prices, Less margins on products, Lack of good people/ resources, Heavy Capital investments etc.			
<b>Missing Links</b>						
		SWOT – Must be related to the particular Goal, else it may take up huge time and resulting in confusion due to huge complex data/inputs				
		Enter both Internal & External Factors while assessing the SWOT, so that you can be clear about both areas to address.				