

What can we do? SWOT analysis

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| **Strengths** | **Rank** | **Weaknesses** | **Rank** |
| **Internal**  **External** |  | **Internal**  **External** |  |
| **Opportunities** | **Rank** | **Threats** | **Rank** |
| **Internal**  **External** |  | **Internal**  **External** |  |

**Ranking: H = High M = Medium L = Low**