<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
</table>
| What advantages does that company have?  
What does that company do better than anyone else? | What could that company improve?  
What factors cause that company to lose sales? |

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
</table>
| What are some new trends that the company could adopt?  
What are some changes in technology that the company could embrace? | What are the competitors doing?  
What changes in technology, regulations, or laws will impact the company? |