



# SWOT Matrix Analysis Template

	<b>Helpful</b> to achieving the objective	<b>Harmful</b> to achieving the objective
<b>Internal origin</b> (attributes of the system)	<b>Strengths</b> •	<b>Weaknesses</b> •
<b>External origin</b> (attributes of the environment)	<b>Opportunities</b> •	<b>Threats</b> •

