

CORPORATE STRATEGIC PLANNING

Annual SWOT Analysis Matrix

Organization: _____

Date: _____

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Strengths

Internal | Positive

- Market-leading proprietary technology
- Highly skilled executive leadership team
- Strong brand equity and customer loyalty
- Efficient supply chain and distribution

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Weaknesses

Internal | Negative

- High operational costs in European sector
- Legacy IT infrastructure limitations
- Narrow product diversification
- Limited presence in emerging markets

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Opportunities

External | Positive

- Expansion into Southeast Asian markets
- AI integration for automated services
- Strategic acquisition of niche competitors
- Rising demand for sustainable products

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Threats

External | Negative

- Increasing regulatory compliance costs
- Aggressive pricing from new entrants
- Fluctuating raw material currencies
- Shift in consumer privacy preferences

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