

PROJECT SWOT ANALYSIS

Project: _____ Project Manager: _____ Date: _____

Strengths

- High-level stakeholder alignment
- Experienced core development team
- Proprietary technology/assets
- *[Internal advantages...]*
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Weaknesses

- Limited budget for marketing phase
- Tight timeline for quality assurance
- Dependency on third-party API stability
- *[Internal limitations...]*
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Opportunities

- First-to-market advantage in niche
- Scaling possibilities in Q4
- Integration with existing ecosystem
- *[External possibilities...]*
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Threats

- Impending regulatory changes
- Competitor price undercut
- Fluctuating resource costs
- *[External risks...]*
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Strategic Summary & Action Plan

How will the project leverage strengths to exploit opportunities and mitigate threats?