

Fill in the S.W.O.T template using the instructions from the lesson.

## Strengths

- Education
- Skill set
- Capital
- Talent

## Weaknesses

- Business Management
- Design
- Marketing
- Lack of systems

## Opportunities

- Technology
- New courses
- Fitness trends
- Location

## Threats

- Lack of business knowledge
- No capital
- Competition
- Economic changes