Strength (S)	Weakness (W)
A distinctive competence? Well-thought-of by stakeholders? An acknowledged academic leader? Well conceived operational strategies? Location advantages? Insulated from competitive pressures? Proprietary technology? Adequate financial resources? Access to economies of scale? Cost advantages? Product innovation abilities? Proven Management? Other?	No clear strategic direction Obsolete facilities? Weak image? Falling behind in R&D? Too narrow ranges of courses offered? Lack of managerial depth and talent? Missing any essential skills or competencies? Poor track record? Plagued with internal operating problems? Vulnerable to competitive pressures? Competitive disadvantages? Below-average marketing skills? Unable to finance needed changes in strategy? Other?
Opportunities (O)	**Threats (T)**
Serve additional customer groups? Enter new market or segments? Expand courses to meet broader range of customer needs? Diversify into related courses or services? Add complementary courses or services? Vertical integration? Ability to move to better strategic group? Complacency among other institutions? Faster market growth Other?	Likely entry of new competitors? Growing of substitute courses? Slower student growth? Adverse government polices? Growing competitive pressures? Vulnerability to recession and business cycle? Growing bargaining power of customers or suppliers? Changing stakeholder needs and tastes? Adverse demographic changes? Other?