

		Internal	
		Strengths	Weaknesses
External	Opportunities	<b>Strengths - Opportunities</b> Actions to pursue opportunities that are a good fit for the company's strengths.	<b>Weaknesses - Opportunities</b> Actions to overcome weaknesses to pursue opportunities.
	Threats	<b>Strengths - Threats</b> Actions that use the company's strengths to reduce vulnerability to external threats.	<b>Weaknesses - Threats</b> Defensive actions to prevent the company's weaknesses from making it susceptible to external threats.