

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