

# SWOT Matrix Analysis Template

	<b>Helpful</b> to achieving the objective	<b>Harmful</b> to achieving the objective
<b>Internal origin</b> (attributes of the system)	<i>Strengths</i> •	<i>Weaknesses</i> •
<b>External origin</b> (attributes of the environment)	<i>Opportunities</i> •	<i>Threats</i> •