

Enter You Title here: SWOT Analysis for the Development of our NEW SWOT Matrix

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S <sub>TRENGTHS</sub>		W <sub>EAKNESSES</sub>	
1	Excel is a universal tool	1	It weakness is not known currently
2	you can add an unlimited amount of rows	2	
3	It is easily changeable	3	
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12	You can type multiline items very easily and it still looks great	12	
O <sub>PPORTUNITIES</sub>		T <sub>HREATS</sub>	
1	for strategy definition	1	other SWOTs in Excel
2	for personal development	2	
3	for new product development	3	
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