

# SWOT's

<p><b>Strengths</b> Focus on your positive personal attributes and those of your staff, eg adaptability or scalability</p>	<p><b>Weaknesses</b> Concentrate on the negative internal aspects of your company, eg lack of adequate skills or cash</p>
<p><b>Opportunities</b> List what external opportunities exist for the benefit of your company, eg: untapped markets</p>	<p><b>Threats</b> List what external factors may have a negative impact on the growth of your enterprise, eg your competition</p>

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**XERO AWARD WINNER 2015**

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