

## THE MARKET

| EXTERNAL OPPORTUNITIES? | EXTERNAL THREATS? |
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## THE BUSINESS AND ITS MARKETING

| INTERNAL OPPORTUNITIES? | INTERNAL THREATS? |
|-------------------------|-------------------|
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## CUSTOMERS' PERCEPTIONS

| YOUR STRENGTHS? | YOUR WEAKNESSES? |
|-----------------|------------------|
|                 |                  |

**“The Business Leaders Essential Guide Series”**  
by Stephen Dann

