

You can use this  
poster for:

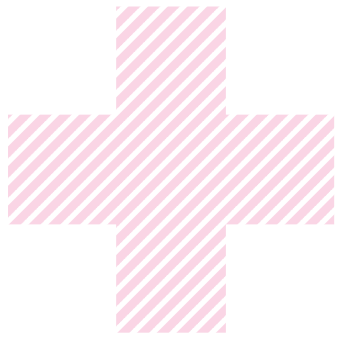
STEP 1  
RESEARCH

A→ *Framing the  
project*

# STRENGTHS

Internal factors  
*that contribute to create value*

INTERNAL



# WEAKNESSES

Internal factors  
*that decrease value*

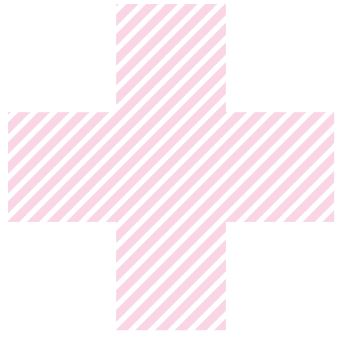
INTERNAL



# OPPORTUNITIES

External factors  
*that (can) influence your service positively*

EXTERNAL



# THREATS

External factors  
*that (can) influence your service negatively*

EXTERNAL

