

You can use this
poster for:

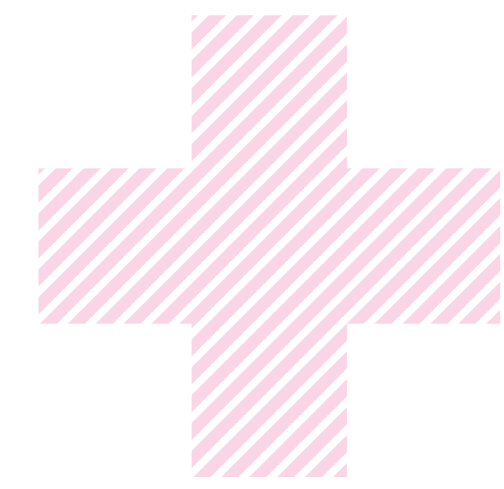
STEP 1
RESEARCH

A → Framing the
project

STRENGTHS

Internal factors
that contribute to create value

INTERNAL



WEAKNESSES

Internal factors
that decrease value

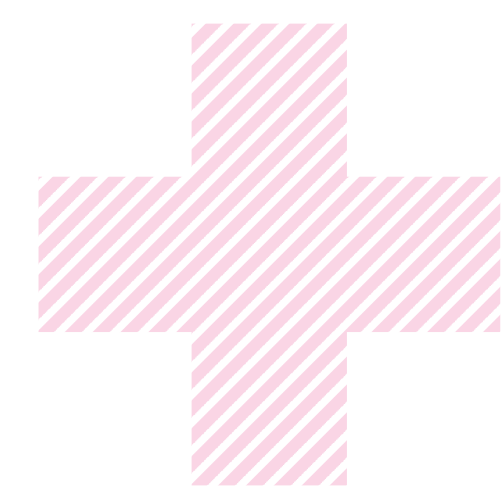
INTERNAL



OPPORTUNITIES

External factors
that (can) influence your service positively

EXTERNAL



THREATS

External factors
that (can) influence your service negatively

EXTERNAL

