STRENGTHS

Internal factors
that contribute to create value

INTERNAL
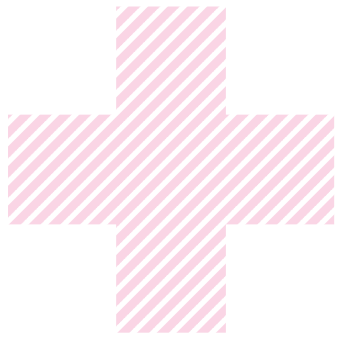
WEAKNESSES

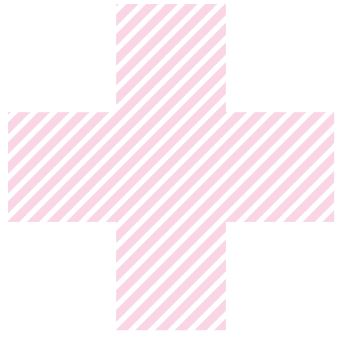*Internal factors*
that decrease value

INTERNAL

OPPORTUNITIES

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

EXTERNAL

THREATS

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

EXTERNAL