

TOWS Matrix



STRENGTHS



WEAKNESSES



OPPORTUNITIES

Look at the use of internal and external positive attributes that will work together to build your business and achieve results

Identify how internal issues could be turned around with external chances



THREATS

Use your internal strengths to overcome potential external challenges

Don't panic! These can work together to achieve a constructive approach to your business and achieve new chances in the market



Home of the World's
Stickiest Learning