

DRONES FOR GOOD

SWOT analysis

WHAT

SWOT analysis (or SWOT matrix) is a strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning.[1] It is designed for use in the preliminary stages of decision-making processes and can be used as a tool for evaluation of the strategic position of a city or organization

Strengths: characteristics of the business or project that give it an advantage over others.

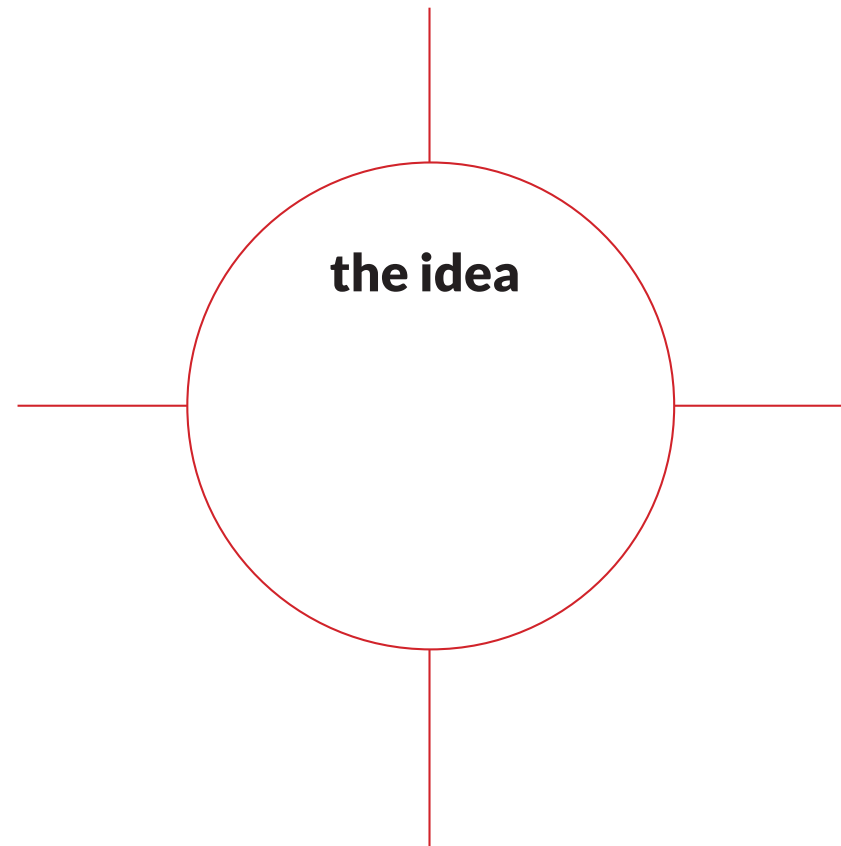
Weaknesses: characteristics of the business that place the business or project at a disadvantage relative to others.

Opportunities: elements in the environment that the business or project could exploit to its advantage.

Threats: elements in the environment that could cause trouble for the business or project.

STRENGTHS

WEAKNESSES



OPPORTUNITIES

THREATS

