

**SHETRADES EXPORT SWOT ANALYSIS**

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| **Name:** | **Company Name:** | **Sector:** |
| **ANALYSIS OBJECTIVES** |
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|  |  |
| **INTERNAL FACTORS** |
| **STRENGTHS (+)** | **WEAKNESSES (-)** |
|   |   |
|  |  |
| **EXTERNAL FACTORS** |
| **OPPORTUNITIES (+)** | **THREATS (-)** |
|   |  |
|  |  |
| **ANALYSIS SUMMARY** | **ACTIONS TO BE UNDERTAKEN** |
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