

**SHETRADES EXPORT SWOT ANALYSIS**

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