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| **Office/Division** |  | **Rev./Date** |  |
| **INTERNAL** | **STRENGTHS** | **WEAKNESSES** | |
| **PEOPLE** |  |  | |
| **RESOURCES** |  |  | |
| **IDEAS/ INNOVATION** |  |  | |
| **MARKETING** |  |  | |
| **OPERATIONS** |  |  | |
| **FINANCE** |  |  | |
| **EXTERNAL** | **OPPORTUNITIES** | **THREATS** | |
| **POLITICAL** |  |  | |
| **ECONOMIC** |  |  | |
| **SOCIAL** |  |  | |
| **TECHNOLOGICAL** |  |  | |
| **LEGAL** |  |  | |
| **ENVIRONMENTAL** |  |  | |

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| **APPROVALS** | **SIGNATURES** | **DATE** |
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| Prepared by |
|  |  |  |
| Reviewed by |
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| Approved by |