



**PRIMOF-PESTLE-SWOT**

DFA-QMS F01

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Office/Division	Full name of office/division	Rev./Date	Revision number of content/Date of approval of content
<b>INTERNAL</b>	<b>STRENGTHS</b>	<b>WEAKNESSES</b>	
<b>PEOPLE</b>	<i>Strength/s in people</i>	<i>Weakness/es in people</i>	
<b>RESOURCES</b>	<i>Strength/s in resources</i>	<i>Weakness/es in resources</i>	
<b>IDEAS/ INNOVATION</b>	<i>Strength/s in ideas/innovation</i>	<i>Weakness/es in ideas/innovation</i>	
<b>MARKETING</b>	<i>Strength/s in marketing</i>	<i>Weakness/es in marketing</i>	
<b>OPERATIONS</b>	<i>Strength/s in operations</i>	<i>Weakness/es in operations</i>	
<b>FINANCE</b>	<i>Strength/s in finance</i>	<i>Weakness/es in finance</i>	
<b>EXTERNAL</b>	<b>OPPORTUNITIES</b>	<b>THREATS</b>	
<b>POLITICAL</b>	<i>Politics-related opportunities</i>	<i>Politics-related threats</i>	
<b>ECONOMIC</b>	<i>Economy-related opportunities</i>	<i>Economy-related threats</i>	
<b>SOCIAL</b>	<i>Social-related opportunities</i>	<i>Social-related threats</i>	
<b>TECHNOLOGICAL</b>	<i>Technology-related opportunities</i>	<i>Technology-related threats</i>	
<b>LEGAL</b>	<i>Legal-related opportunities</i>	<i>Legal-related threats</i>	
<b>ENVIRONMENTAL</b>	<i>Environment-related opportunities</i>	<i>Environment-related threats</i>	

APPROVALS	SIGNATURES	DATE
NAME <i>Position</i>		
Prepared by		
NAME <i>Position</i>		
Reviewed by		
NAME <i>Position</i>		
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