# TID-SWOT

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| **STRENGTHS**: these are any strong points, qualities and factors considered positive, ‘what we’re doing well’ (or what we intend to do well), things for which we are appreciated, etc. Users: Business:Urban environment: | **WEAKNESSES**: where are we doing less well? What could we improve? Things that are considered negativeUsers: Business:Urban environment: |
| **OPPORTUNITES**: these are any factors that could have a positive influence on the activity/organisation, that have potential to change things for the better, etc. Target: Business:Urban environment: | THREATS: these are any factors that could have a negative influence on the activity/organisation, that have the potential to change things for the worse, etc. For example, What external factors could ‘threaten’ the continuation of our activities? Or reduce visitor numbers?Target: Business:Urban environment: |