SWOT ANALYSIS
COMPANY STRENGTHS & WEAKNESSES QUESTIONAIRRE
For Determining Critical Success Factors (CSF)

Importance to Industry			BUSINESS AREA	Your Capabilities/Resources/Reputation			
Low	**Medium**	**High**		**Poor**	**Fair**	**Good**	**Excellent**
			MANAGEMENT				
			ORGANIZATION				
			CUSTOMER BASE				
			RESEARCH & DEVELOPMENT				
			OPERATIONS				
			MARKETING & SALES				
			DISTRIBUTION & DELIVERY				
			FINANCIAL				
			TECHNOLOGY				