SWOT Analysis Worksheet

Internal	**STRENGTHS** 1. Team work and collaboration among sales representatives. 2. Strong leadership and management. 3. Good flow of communication from the leaders to other employees. 4. Promotion of cultural awareness programs to embrace employees and stakeholders from various cultures.	**WEAKNESSES** 1. The lack of follow-up on potential clients due to being overwhelmed by the current clients.
External	**OPPORTUNITIES** 1. Availability of current technological tools to promote products and services. 2. Introduction of new services suggested by the organiation's stakeholders.	**THREATS** 1. Other competitors that may offer services and products at a subsidized rate than the current rate offered by the organization.