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| **TITLE SWOT ANALYSIS OF** |
| **Strengths*** What is unique about your service setting?
* What does the team or organisation offer/do really well?
* What is the team/organisation’s areas of particular expertise?
* What do others regard as the team/organisation’s strengths?
 | **Weaknesses*** What could be improved on?
* What are the things the team/organisation are not so confident about?
* When visiting the service, what are the things whanau/families may perceive as weaknesses or inadequate?
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| **Opportunities*** What do whanau/families need in your area?
* Is there anything happening (or on the horizon) in the local community that presents an opportunity?
* Are there any changes ahead you need to bear in mind?
 | **Threats*** What are the main challenges the team/organisation faces?
* Who are your main competitors, and what are they doing?
* What are the things that are holding you back?
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