**SWOT VOCABULARY SHEET**

*Record the meaning of these SWOT specific words as we go through the lesson.*

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| **SWOT-RELATED WORD** | **MEANING** |
| **SWOT (acronym)** |  |
| **SWOT Analysis** |  |
| **Strength** |  |
| **Weakness** |  |
| **Opportunity** |  |
| **Threat** |  |
| **Internal Factors** |  |
| **External Factors** |  |
| **Matrix** |  |