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| Client : Product : Present : - | |
| SWOT Analysis | |
| สภาพแวดล้อมภายในองค์กร (Internal) | สภาพแวดล้อมภายนอกองค์กร (External) |
| จุดแข็ง (Strengths) <ul style="list-style-type: none"> • (S₁)..... • (S₂)..... • (S₃)..... • (S₄)..... • (S₅)..... | โอกาส (Opportunities) <ul style="list-style-type: none"> • (O₁)..... • (O₂)..... • (O₃)..... • (O₄)..... • (O₅)..... |
| จุดอ่อน (Weaknesses) <ul style="list-style-type: none"> • (W₁)..... • (W₂)..... • (W₃)..... • (W₄)..... • (W₅)..... | อุปสรรค (Threats) <ul style="list-style-type: none"> • (T₁)..... • (T₂)..... • (T₃)..... • (T₄)..... • (T₅)..... |

| Client : Product : Present : - | | |
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| Power SWOT Matrix | | |
| PSM | จุดแข็ง (Strengths) <ul style="list-style-type: none"> • (S₁)..... • (S₂)..... • (S₃)..... | จุดอ่อน (Weaknesses) <ul style="list-style-type: none"> • (W₁)..... • (W₂)..... • (W₃)..... |
| โอกาส (Opportunities) <ul style="list-style-type: none"> • (O₁)..... • (O₂)..... • (O₃)..... | S/O (+/+) <ul style="list-style-type: none"> • (S/O₁)..... • (S/O₂)..... • (S/O₃)..... | O/W (+/-) <ul style="list-style-type: none"> • (O/W₁)..... • (O/W₂)..... • (O/W₃)..... |
| อุปสรรค (Threats) <ul style="list-style-type: none"> • (T₁)..... • (T₂)..... • (T₃)..... | S/T (+/-) <ul style="list-style-type: none"> • (S/T₁)..... • (S/T₂)..... • (S/T₃)..... | T/W (-/-) <ul style="list-style-type: none"> • (T/W₁)..... • (T/W₂)..... • (T/W₃)..... |