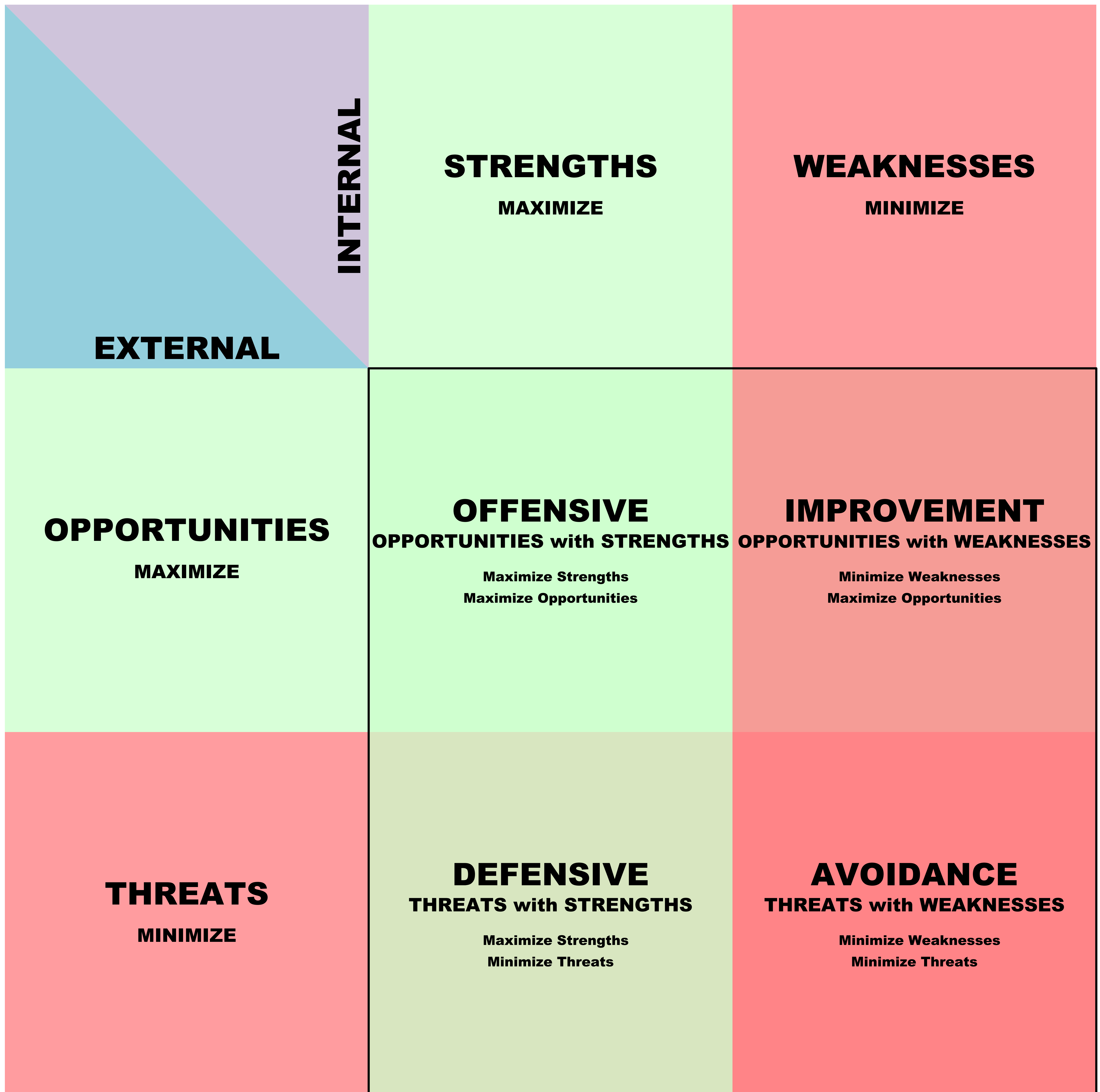


SWOT-TOWS STRATEGY ANALYSIS



SECONDARY ADAPTION SOURCE: Wheelen, Tom and Hunger, David. Concepts in Strategic Management and Business Policy, 12th Edition. Prentice Hall (August 3, 2009).

PRIMARY ADAPTION SOURCE: Weihrich, Heinz. "The TOWS Matrix -- A Tool for Situational Analysis." Long Range Planning 15.2 (April 1982): 54-66.

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