

Environment to SWOT

Locate a factor before placing it in SWOT.

INTERNAL

Own staff, equipment, processes — e.g. D maintenance.

EXTERNAL OPERATING

Specific venue, supplier, customer or competitor.

MACRO / WIDER

Broad trend needs evidence; not shown in these cards.

StageKit: four tentative, sourced SWOT boxes

S · INTERNAL STRENGTH

Two staff know equipment.

W · INTERNAL WEAKNESS

One handles maintenance.

O · EXTERNAL OPPORTUNITY

Venue enquiry: possible work.

T · EXTERNAL THREAT

Competitor weekend offer.

RELATIONSHIP / LIMIT

Extra work may strain capacity; no sale is confirmed.