

<NAME OF YOUR COMPANY>	F_001_SWOT_ANALYSIS_FORM	<DATE> Rev.00
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### 1. Introduction

The ISO 9001:2015 Standard requires our organization to identify important internal and external issues that may affect our Quality Management System (QMS) either in a negative or a positive way, and thus the quality of our products and services. Top Management shall perform the identification of issues at least annually, but in case of important changes or as a result of e.g. an internal or external audit or identified nonconformity it may be necessary to re-identify and assess risks and opportunities earlier.

### 2. Process

Top Management shall list external issues (opportunities and threats) as well as internal issues (strengths and weaknesses) using the following overview. The outcome shall be used among others for planning as defined in Section 6 of the ISO 9001:2015 Standard.

### 3. Overview

**STRENGTHS:** What are the most important strengths of our organization:

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**WEAKNESSES:** What are the most important weaknesses of our organization:

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**OPPORTUNITIES:** What are the most important opportunities that our organization could use to improve its QMS:

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**THREATS:** Which external factors are threatening our organization, and must be taken into consideration to protect our QMS:

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