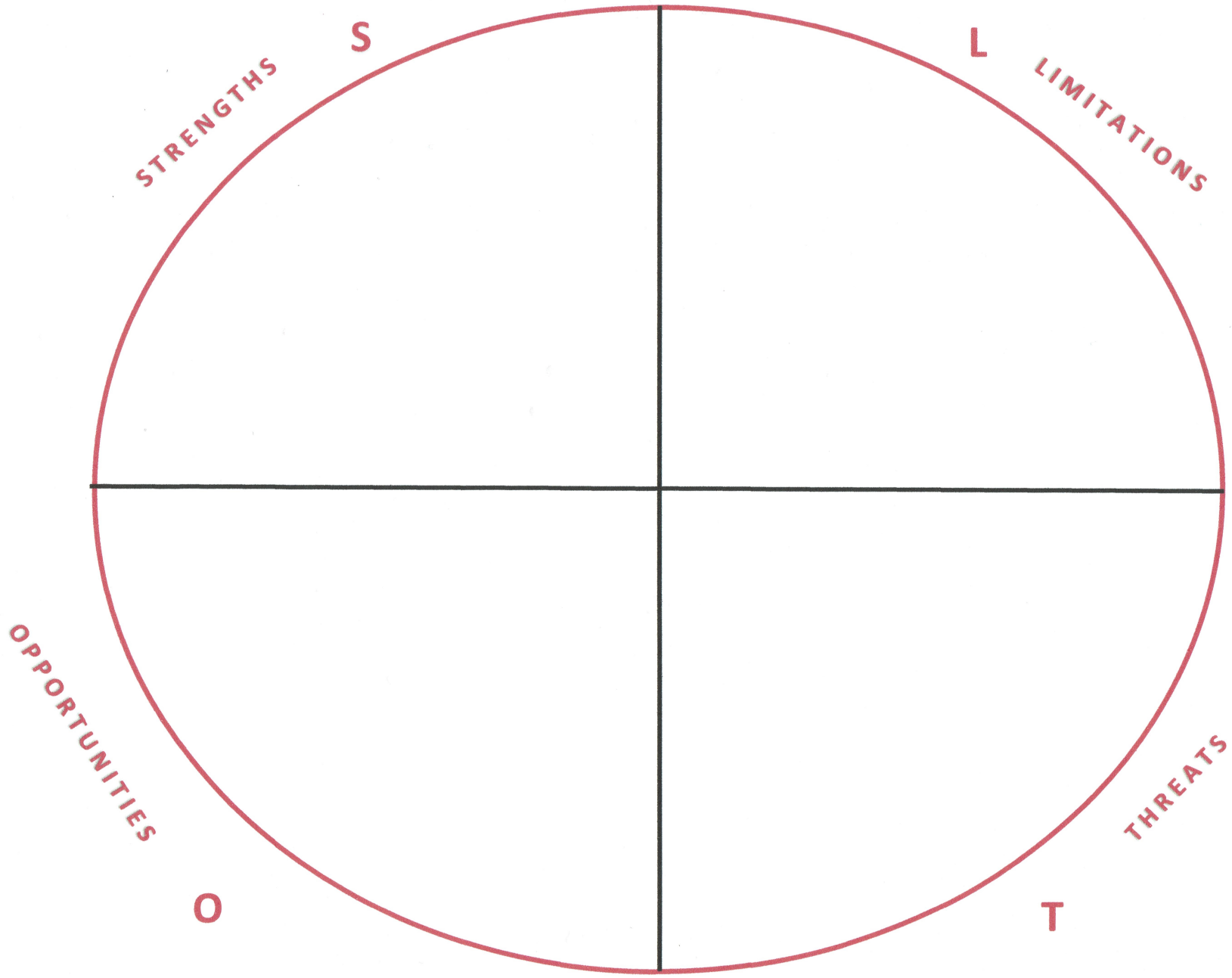
S
STRENGTHS
L
LIMITATIONS
O
OPPORTUNITIES
T
THREATS