

My Plan on a Page

Name: _____

SWOT analysis of: _____

The analysis of your **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats (**SWOT**) can be a useful decision making tool for both small and large scale farm business decisions.

Strengths	Weaknesses
Opportunities	Threats

Strategies to build on	
Ways to build STRENGTHS	
Ways to take advantage of OPPORTUNITIES	
Ways to reduce the effects of WEAKNESSES	
Ways to reduce the effects of THREATS	

#	Goal title / topic	1 year	5 years	10 years
1				
2				

The Farm Business Resilience Program is supporting farmers to build stronger, more productive agricultural businesses. **Visit: agriculture.vic.gov.au/FBRP**

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