**Strengths**

**Weaknesses**

**Opportunities**

**Threats**

1. **An opportunity refers to something that is external and beyond the control of the Val Tolosa Centre Commercial**

**A weakness refers to something ‘internal’ and is something that Val Tolosa can control and try to make better.**

1. **A threat refers to something that is external and beyond the control of Val Tolosa. This could damage business and threaten it existence.**

**A strength refers to something ‘internal’ and is something that the Val Tolosa has specifically targeted in terms of location and potential customers.**

**SWOT Analysis Template for Y8 Geography – Val Tolosa**

 **(sample IGCSE Business Studies activity)**