



Business Direction Tutorial Resources: **TOWS**

	External OPPORTUNITES	O	External THREATS	T
S Internal STRENGTHS	How might we use our strengths to take advantage of any opportunities?	SO	How might we use our strengths to protect ourselves from threats?	ST
w Internal WEAKNESSES	How can we exploit external opportunities to overcome weaknesses?	wo	How might we minimize our internal weaknesses to avoid threats?	wT