**Strengths**

Credibility

Uniqueness

Persuasiveness

Appropriateness

Importance

**Weakness**

Credibility

Uniqueness

Persuasiveness

Appropriateness

Importance

**Opportunities**

Credibility

Uniqueness

Persuasiveness

Appropriateness

Importance

**Threats**

Credibility

Uniqueness

Persuasiveness

Appropriateness

Importance