

SWOT ANALYSIS WITH SUMMARY

INTERNAL FACTORS

STRENGTHS (+)

- What are the advantages of this bond package?
- What are the unique selling points of the bond package?
- Do we have the necessary resources and information to promote the bond package?
- What makes this bond unique and easy to market?

WEAKNESSES (-)

- What are the disadvantages of this bond package?
- Do we have gaps in the package?
- What are the vulnerabilities when it comes to marketing the bond package?
- Are the timelines practical?
- What weaknesses does our committee need to overcome before speaking publically about the bond package?

EXTERNAL FACTORS

OPPORTUNITIES (+)

- What real opportunities does this bond package present for the students of Aledo ISD?
- What is occurring in the community currently that could be useful for the marketing of this bond package?
- What could be done today that isn't being done?
- Who can/will support this effort for the bond package and how?

THREATS (-)

- What are the negative tendencies in play for this bond package?
- What obstacles does this bond package face?
- Who might cause problems now or in the future for this bond package?

ANALYSIS SUMMARY