# SWOT ANALYSIS WITH SUMMARY

| INTERNAL FACTORS | |
|---|---|
| **STRENGTHS (+)** | **WEAKNESSES (-)** |
| • What are the advantages of this bond package?<br>• What are the unique selling points of the bond package?<br>• Do we have the necessary resources and information to promote the bond package?<br>• What makes this bond unique and easy to market? | • What are the disadvantages of this bond package?<br>• Do we have gaps in the package?<br>• What are the vulnerabilities when it comes to marketing the bond package?<br>• Are the timelines practical?<br>• What weaknesses does our committee need to overcome before speaking publically about the bond package? |

| EXTERNAL FACTORS | |
|---|---|
| **OPPORTUNITIES (+)** | **THREATS (-)** |
| • What real opportunities does this bond package present for the students of Waller ISD?<br>• What is occurring in the community currently that could be useful for the marketing of this bond package?<br>• What could be done today that isn't being done?<br>• Who can/will support this effort for the bond package and how? | • What are the negative tendencies in play for this bond package?<br>• What obstacles does this bond package face?<br>• Who might cause problems now or in the future for this bond package? |