



FOURTH D INC.

THE WAW ("WHERE ARE WE?") ANALYSIS: STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS, PRIORITIES

1.	WHAT	ARE TH	E 4 th D Cl	LUB'S G	FREATEST	STRENGTHS?
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2. ITS GREATEST WEAKNESSES?

3. IF OUR THE 4th D CLUB WERE TO GO OUT OF BUSINESS, WHO WOULD MISS IT?





FOURTH D INC.

4. WHAT MAJOR EXTERNAL CURRENT OR FUTURE THREATS DOES THE 4th D CLUB FACE?

5. WHAT MAJOR <u>EXTERNAL</u> CURRENT OR FUTURE <u>OPPORTUNITIES</u> DOES THE 4th D CLUB FACE?

6. WHAT SHOULD OUR THE 4th D CLUB'S TOP <u>THREE</u> PRIORITIES BE OVER THE NEXT THREE YEARS?

7. IF I COULD MAKE <u>ONE</u> SIGNFICANT IMPROVEMENT TO OUR THE 4th D CLUB OVER THE NEXT THREE YEARS, NO MATTER HOW EXPENSIVE OR IMPRACTICAL, IT WOULD BE THIS: