

STRENGTHS

Internal attributes and resources that support a successful outcome.

Example of personal

- I'm good with plants
- I'm good at talking to people I don't know
- I find admin and process easy

Examples of location

- Permanent water supply
- Wind protection
- Soil that is already fertile
- There are sheds onsite

OPPORTUNITIES

External factors that the you can capitalize on or use to your advantage.

Examples

- There is a really proactive community
- I am near excellent freight corridors
- 4 olive producers have just retired



WEAKNESSES

Internal factors that might hinder your ability to achieve your objectives.

Example of personal

- I hate early morning starts
- I'm not mechanically minded
- I struggle to be self motivated

Example of location

- Very steep site
- Soil has a natural ph of less than 4.5
- There is no road access

THREATS

External factors that could cause trouble for you.

Examples

- Neighbours
- There is significant fire risk
- Water is non reliable
- Council is likely to re-zone the land