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## STEPHANIE ASHLEY

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opportunities-weaknesses-strengths (TOWS) matrix is an important matching tool that helps managers develop four types of strategies as the basis for strategic planning. Managers consider internal strengths and weaknesses in relation to external opportunities and threats. TOWS Matrix in Healthcare and SWOT Analysis ... TOWS Matrix is an effective tool which allows to analyze the external opportunities and threats by means of analyzing the internal strengths and weaknesses of a company. ConceptDraw DIAGRAM diagramming and vector drawing software extended with SWOT and TOWS Matrix Diagrams Solution from the Management Area will help design TOWS Matrix for your company without efforts.

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