

TOWS Strategic Alternatives Matrix

	External Opportunities (O) 1. ... 4.	External Threats (T) 1. ... 4.
Internal Strengths (S) 1. ... 4.	SO	ST
Internal Weaknesses (W) 1. ... 4.	WO	WT

SO - *"Maxi-Maxi" Strategy*. Strategies that **use strengths** to **maximize opportunities**.

ST - *"Maxi-Mini" Strategy*. Strategies that **use strengths** to **minimize threats**.

WO - *"Mini-Maxi" Strategy*. Strategies that **minimize weaknesses** by **taking advantage of opportunities**.

WT - *"Mini-Mini" Strategy*. Strategies that **minimize weaknesses** and **avoid threats**.