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| **SWOT ANALYSIS FOR AGROPRENURE** |
| Explains the farmers’ internal advantages that could help him/her to success | STRENGTH  | WEAKNESS | Explains the farmers’ gaps, incapability, vulnerability, etc that are internal to the business. |
| Explains external advantages that could be of benefits to farmers which can help in boosting their chances of success.  | OPPORTUNITY | THREAT | Explain external situations that could be impediments to farmers’ success. |