**SWOT analýza (konfrontační matice)**

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|  | *silné stránky* | slabé stránky |  **∑** |
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| příležitosti |  |  |  |  |  |  |  |  |  |  |  |  |
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| ***ohrožení*** |  |  |  |  |  |  |  |  |  |  |  |  |
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|  **∑** |  |  |  |  |  |  |  |  |  |  |  |

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Výpočet: (x\*+) – (y\*-) = z