**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