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| **Strengths*** Critical thinking
* Analytical approach to tasks
* Timeliness
* Evaluative
* Intuitive
* Responsible
* Ethical attitude as a means of personal value
* Numerical expertise
* Boutique Investment banking experience
* Data analysis
* Business Research skills
* Family
 | **Weaknesses*** **Self-criticism**
* Confidence
* Overly emotional
* May be distracted by external influence
* Susceptible to social criticism
* Procrastination
* Task Prioritisation
* Task Overload
* Last-minute rushing
 |
| **Opportunities*** Opportunities to attain professional qualifications
* Apprenticeships in industry training programs
* Graduate roles
* Entrepreneurial prospects
* Prospects in carrying out research
* Experience in start-ups may provide inspiration to grow
* Opportunities to gain experience in start-ups
* Interest in pursuing Doctoral programme
 | **Threats*** Changes to regulations for International students
* Intensity of competition
* Trustbuilding as a potential entrepreneurial
* Economic conditions being detrimental to start-up climate and entrepreneurial aspirations
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SWOT Analysis as part of PPD Portfolio