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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 |

SWOT Analysis as part of PPD Portfolio