

SWOT Analysis

SWOT analysis has identified strengths and weaknesses of the association as an internal factor, while, at the same time, identified opportunities and threats that may arise in the future.

	Positive	Negative
	(S) – Strengths	(W) – Weaknesses
Internal	<ul style="list-style-type: none"> ▶ Dedication / Enthusiasm ▶ List of patients with diabetes ▶ Volunteerism ▶ The desire to deploy the mission ▶ The only body in Kosovo ▶ Legal statute ▶ Institutional capacity 	<ul style="list-style-type: none"> ▶ Non-engagement ▶ Limited budget ▶ Networking ▶ Limited staff ▶ The community's lack of awareness
	(O) – Opportunities	(T) – Threats
External	<ul style="list-style-type: none"> ▶ Impact on health policies ▶ Awareness-raising of community at large ▶ Promoting a healthy lifestyle ▶ Creating a web site and FB ▶ Establishing support groups ▶ Building partnership with the business sector ▶ Advancing media relations ▶ Identifying and Informing Potential Donors ▶ Membership in international institutions 	<ul style="list-style-type: none"> ▶ No institutional support ▶ Lack of health insurance ▶ Limitations from donors ▶ Non-loyal competition