

**Positive**

# Strengths

What does Milford do exceptionally well?  
What advantages do we have?  
What attracts people to Milford  
What assets and resources do we have?

# Opportunities

What opportunities exist, but have not been pursued?  
What new technologies or trends should we pursue?  
What new lifestyle trends do we want in Milford?

# Weaknesses

What could we do better?  
What are we criticized for or get complaints about?  
What vulnerabilities does Milford have?

# Threats

Where is Milford potentially vulnerable?  
What legislative, economic or environmental conditions will affect Milford?  
What external barriers do we face?

**Negative**

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