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hsaadi48@yahoo.com Email:



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.(Yamei, 2004)

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(Cook, 1995; Hendrikse and Veerman, 2001)

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SWOT (opportunities)      SWOT (weaknesses)      (strengths) (threats)

SWOT (Marshall et al., 2006)

SWOT

**SWOT**

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.(Conway, 1987)

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.(Dunn,1994)

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.(Williamson and Stegeline, 1997)

.(Machete, 1990)



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(Malayim, 2003)

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(UTS, 2006)

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## SWOT



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(UWCC, 2006)<sup>(1)</sup>

(John et al., 2001)

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1. Strengths, Weaknesses, Opportunities, Threats
2. member ownership
3. member control
4. external analysis
5. internal analysis
6. Rapid Rural Appraisal (RRA)
7. Farming System Research
8. stakeholders
9. Wisconsin

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