

Supplementary Table S1.

Group	Sub-factors	Accept or Reject (√ OR ×)	Estimated intensity
Strengths (S)	S1		1-5 (The higher the absolute value of the score, the more important it is)
	S2		
	S3		
	S4		
Opportunities (O)	O1		
	O2		
	O3		
	O4		
Weakness (W)	W1		(-1) - (-5) (The higher the absolute value of the score, the more important it is)
	W2		
	W3		
Threats (T)	T1		
	T2		
	T3		

Supplementary Table S2. Using S group to explain.

Comparisons among subfactors within group S						
Equal Importance	Moderate importance	Strong importance	Very strong or demonstrated importance	Extreme importance	Importance between the above levels	If sub-factor A is less important than sub-factor B, then Intensity of Importance of A is the inverse of Intensity of Importance of B
1	3	5	7	9	2,4,6,8	1/2,1/3,1/4,1/5,1/6,1/7,1/8,1/9
S						S
1						1
S						S

1	2
S	S
1	3
S	S
1	4
S	S
2	1
S	S
2	2
S	S
2	2
S	S
2	2
S	S
3	3
S	S
3	3
S	S
3	3
S	S
3	3
S	S
4	4
S	S
4	4
S	S
4	4
S	S
4	4