

SWOT ANALYSIS

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Primary factors:

STRENGTHS

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- Advantages
- Experience, knowledge
- Unique characteristics
- Resources
- Geographical advantage, location
- Competence, capabilities
- Quality, reputation

WEAKNESSES

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- Disadvantages
- Gap in experience, knowledge
- Financial aspects
- Reliability and trust
- Loss of key staff
- Geographical factors

OPPORTUNITIES

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- Strategic alliances, partnerships
- Product development
- Import, export
- Innovation and technology development

THREATS

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- Loss of alliances and partners
- Price inflation/deflation
- Strong competition
- Competitors new products and innovation