

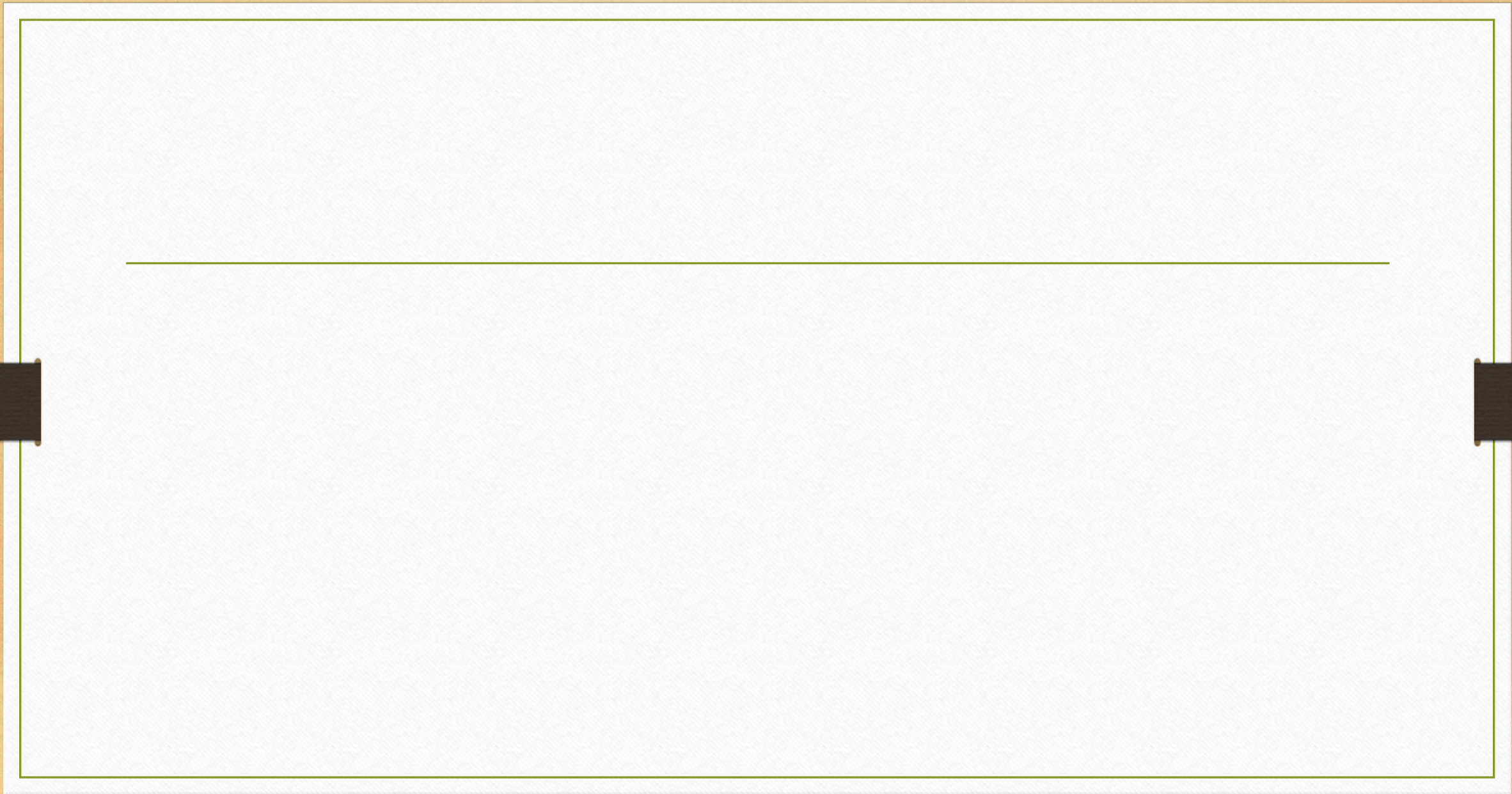
CAN YOU SWOT?

Strenghts

Weaknesses

Opportunities

threats



SWOT ANALYSIS

Primary factors

S

Strengths

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

W

Weaknesses

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

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Opportunities

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

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Threats

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

SWOT ANALYSIS

Strengths



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SWOT ANALYSIS

Weaknesses



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SWOT ANALYSIS

Opportunities



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SWOT ANALYSIS

Threats



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