(S) Strengths 💪

- Efficient and ethical manufacturing
- Skilled workforce
- Good market share
- Strong financial base
- Trustworthy reputation

(O) Opportunities 🔆

- Possible new markets
- Strong economy
- Smaller market rivals
- Emerging technologies
- Growth in existing market

(W) Weaknesses 😷



- Outdated facilities
- Obsolete technology
- Weak management
- Inadequate finances
- Past planning failures

(T) Threats 😖



- Growing competitor market
- Changing consumer preferences
- Rising production costs
- Smaller in-house budget

Positive

Negative

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