	Positive	Negative
Internal	**(S) Strengths 💪** • Efficient and ethical manufacturing • Skilled workforce • Good market share • Strong financial base • Trustworthy reputation	**(W) Weaknesses 😷** • Outdated facilities • Obsolete technology • Weak management • Inadequate finances • Past planning failures
External	**(O) Opportunities ✨** • Possible new markets • Strong economy • Smaller market rivals • Emerging technologies • Growth in existing market	**(T) Threats 😖** • Growing competitor market • Changing consumer preferences • Rising production costs • Smaller in-house budget

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