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**SWOT Analysis**

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| Strength | Weaknesses |
| 1. Well-trained support team. 2. Good reputation in service delivery. 3. Updated infrastructure with fiber. | 1. Inefficient complaint system. 2. High pressure on employees. 3. 3. Lack of modern technology |

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| Opportunities | Threats |
| 1. Increased demand for internet. 2. Using modern technology. 3. Employee development opportunities. | 1. Growing competition. 2. Regulatory changes. 3. Economic market shifts. |