

I. COMPANY LOGO



II. HISTORY

Agri Machine Enterprise, born in the year 2015. It was the nature of the work of Mr. Noel Abellera; He was a mechanical technician in his previous job and later on adopt his experiences to build his own business. It took years of work and building trust to be able to provide enough capital. Patience and Courage is necessary. It started as a family business leading to the bigger world of trading agricultural machineries.

III. NATURE OF THE COMPANY

Machine Enterprise is a Sole Proprietorship owned by Mr. Noel Abellera. It is into trading which caters different kinds of equipment and machinery sold for consumers in the agriculture industry. Its operations mainly focused on trading tractors as well as the services it may need. One problem that Agri Machine Enterprise is facing is their competitors in which they lower their prices to attract more consumers.

IV. COMPETITIVE ADVANTAGE

Agri Machine Enterprise's advantage focuses on service strategy where it offers the following:

- a. 2 months full warranty of unit;
- b. 1 year home service; and
- c. Unit replacement within 1 week from the date of purchase.

Sell of any kinds of spare parts available can only be sold to valued clients and potential buyers. In addition, there are banks affiliated in offering financial assistance for purchasing units at a very low interest rate.

V. VISION STATEMENT

Sustainable agri-business that promotes growth, satisfaction, trust, and respect and provide high-quality

equipment, machinery, and services towards global competitiveness.

VI. MISSION STATEMENT

To become the leading provider of high quality equipment, machineries and services to the agriculture industry. Increasing productivity and enhancing the quality life of farmers and continue to grow through innovation and commitment. Valuing the importance of our relationships and will continue to be fair and true in our dealings with all employees, clients and partners.

VII. SWOT ANALYSIS

Agri Machine Enterprise highlights three strengths. These are the ideal location and accessibility near the exit and entrance of TPLEX, the quality of product and good cooperation, and networking between customers where Agri Machine Enterprise believes in good service is the key for loyal customers where its customers have access to their machinery, upon delivery they demonstrate the machine, and let their customers try it. For its weakness, its seasonal products where due to bad weather and storms. It is a bad season for them because they experience losses thru in-house financing which they use their business funds. For opportunities, online shopping growing popular and their mode of advertisement is social media. Lastly, its threats

inflation, in order for them to cope up with inflation rate is other than adjust their prices and provide such other goods that are not seasonal for their back up sales in case they suffer from low bracket rate of their main products.

STRENGTH	WEAKNESSES
<ol style="list-style-type: none"> 1. Experience in the Field 2. Location and Accessibility 3. Quality of Product 4. Better Service Delivery 5. Offers Better Warranty 6. Technology Oriented 7. Certified Products 8. High Control over all operation 9. Broad Variety of Products 10. Good cooperation and networking between customers 	<ol style="list-style-type: none"> 1. Limited variety of products 2. No online presence 3. Seasonal products 4. Lack of manpower 5. Poor research and development 6. High transport cost 7. High startup cost 8. Low productivity 9. Distribution network 10. Single location means limited reach
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> 1. Affiliation with the bank 2. Development of production 3. Direct selling 4. Improving livelihood 5. Broaden connections 6. Online shopping growing popular 7. Entrants of build-build-build Government projects 8. Possible press or media coverage of the business 9. Innovation 10. Growing reputation 	<ol style="list-style-type: none"> 1. Number of connections 2. Lower prices of competitors 3. Quality of machine compared to others 4. Sources of materials 5. Efficiency 6. Existing competitors offering identical products 7. Inflation 8. Saturated market 9. Economic crisis 10. Uncertainty

VIII. STAGE 1: INPUT STAGE

A. INTERNAL FACTOR EVALUATION

1. IFE Matrix

STRENGTHS	W*	R**	WS***
1. Experience in the Field	0.10	3	0.30
2. Location and Accessibility	0.05	3	0.15
3. Quality of Product	0.08	4	0.32
4. Better Service Delivery	0.05	3	0.15
5. Offers Better Warranty	0.07	4	0.28
6. Technology Oriented	0.06	3	0.18
7. Certified Products	0.05	4	0.20
8. High Control over all operation	0.04	3	0.12
9. Broad Variety of Products	0.03	2	0.06
10. Good cooperation and networking between customers	0.05	3	0.15
WEAKNESSES			
1. Limited variety of products	0.05	2	0.10
2. No online presence	0.04	3	0.12
3. Seasonal products	0.05	2	0.10
4. Lack of manpower	0.04	2	0.08
5. Poor research and development	0.05	1	0.05
6. High transport cost	0.06	3	0.18
7. High startup cost	0.03	2	0.06
8. Low productivity	0.02	2	0.04
9. Distribution network	0.05	3	0.15
10. Single location means limited reach	0.03	3	0.09
TOTAL	1.00		2.88

***WEIGHT**

****RATING**

*****WEIGHTED SCORE**

2. IFE ANALYSIS

The IFE Matrix result is 2.88, which means that its internal factors are strong in maximization of strengths such as the key factors quality of product (0.32), and offers better warranty (0.28) in overcoming its weaknesses.

B. EXTERNAL FACTOR EVALUATION

1. EFE Matrix

OPPORTUNITIES	W*	R**	WS***
1. Affiliation with the bank	0.05	3	0.15
2. Development of production	0.08	2	0.16
3. Direct selling	0.09	3	0.27
4. Improving livelihood	0.05	4	0.20
5. Broaden connections	0.05	3	0.15
6. Online shopping growing popular	0.03	3	0.09
7. Entrants of build-build-build Government projects	0.05	3	0.15
8. Possible press or media coverage of the business	0.05	2	0.10
9. Innovation	0.05	3	0.15
10. Growing reputation	0.03	3	0.09
THREATS			
1. Number of connections	0.05	3	0.15
2. Lower prices of competitors	0.03	3	0.09
3. Quality of machine compared to others	0.05	2	0.10
4. Sources of materials	0.06	2	0.12
5. Efficiency	0.05	3	0.15
6. Existing competitors offering identical products	0.05	2	0.10
7. Inflation	0.03	2	0.06
8. Saturated market	0.04	2	0.08
9. Economic crisis	0.05	3	0.15
10. Uncertainty	0.05	2	0.10
TOTAL	1.00		2.67

*WEIGHT

**RATING

***WEIGHTED SCORE

2. EFE ANALYSIS

The EFE Matrix result is 2.67, which means that it is excellent in managing and grabbing opportunities for the firm, such as the key factors direct selling (0.27) and development of production (0.16) in reducing and avoiding possible threats that may rise.

C. COMPETITIVE PROFILE MATRIX

1. CPM Table

COMPETITIVE PROFILE MATRIX		AGRI MACHINE ENTERPRISE		SAMSON AGRICULTURAL		MB ENTERPRISE		ADAMCO	
KEY SUCCESS FACTORS	W*	R**	WS***	R	WS	R	WS	R	WS
1. Breadth of product line	0.06	3	0.18	3	0.18	3	0.18	3	0.18
2. Effectiveness of sales distribution	0.06	3	0.18	3	0.18	2	0.12	3	0.18
3. Patent Advantage	0.05	2	0.10	2	0.10	2	0.10	2	0.10
4. Location Facilities	0.06	3	0.18	2	0.12	3	0.18	2	0.12
5. Production Capacity	0.06	3	0.18	2	0.12	4	0.24	3	0.18
6. Union Relations	0.05	2	0.10	3	0.15	2	0.10	2	0.10
7. Technological advantage	0.05	2	0.10	2	0.10	2	0.10	3	0.15
8. e-commerce facilities	0.06	3	0.18	3	0.18	3	0.18	3	0.18
9. Market share experience	0.07	3	0.21	3	0.21	3	0.21	3	0.21
10. Global expansion	0.00	1	0.00	1	0.00	1	0.00	1	0.00
11. Inventory system	0.06	3	0.18	2	0.12	3	0.18	2	0.12
12. Financial position	0.08	3	0.24	3	0.24	2	0.16	2	0.16
13. Management	0.07	3	0.21	2	0.14	2	0.14	3	0.21
14. Customer loyalty	0.07	3	0.21	2	0.14	3	0.21	4	0.28
15. Product quality	0.07	3	0.21	3	0.21	3	0.21	3	0.21
16. Price competitiveness	0.06	3	0.18	4	0.24	3	0.18	3	0.18
17. Customer Service	0.07	3	0.21	2	0.14	2	0.14	3	0.21
TOTAL	1.00		2.85		2.57		2.63		2.77

*WEIGHT

**RATING

***WEIGHTED SCORE

2. CPM ANALYSIS

The average weighted score is 2.85 for Agri Machine Enterprise where it shows a competitive profile matrix and indicates a good performance against the industry's success factors. It should protect its strength in terms of financial position, management, customer loyalty, and product quality. Improve its union relations, technological advantage, and global position.

IX. STAGE 2: MATCHING STAGE

A. TOWS MATCHING

1. TOWS Table

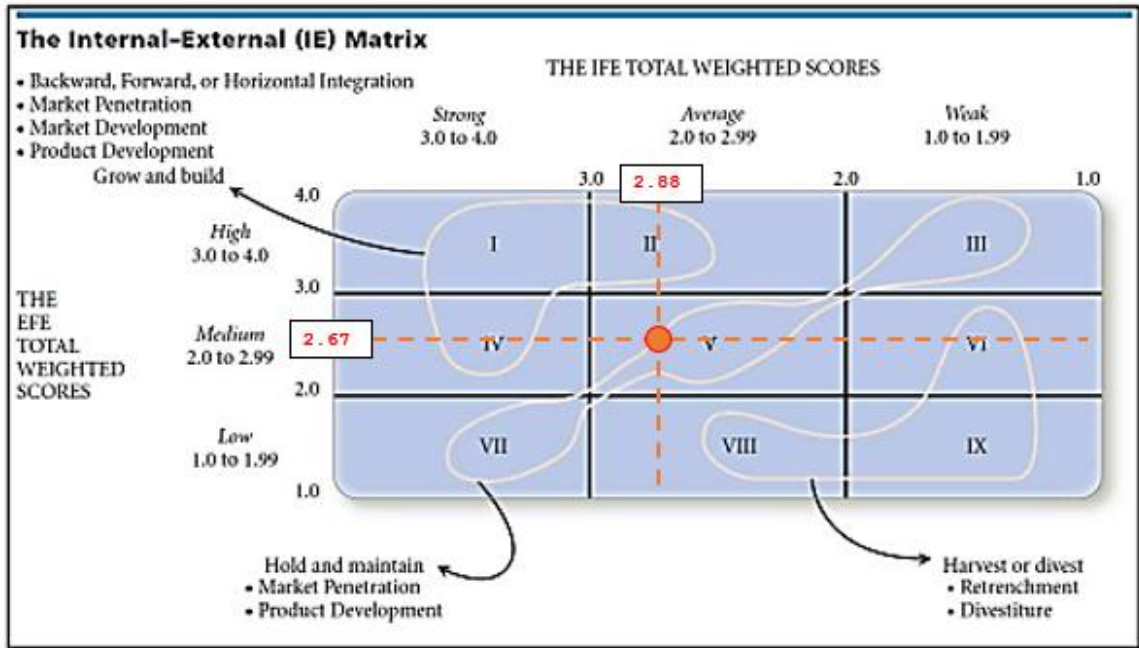
STRATEGIES	STRENGTHS	WEAKNESSES
OPPORTUNITIES	ST STRATEGIES: S3S7T6: Many ways to differentiate the product and buyers perceive these having values S3S7T4: Competitiveness attractive segment suited to its own resources	WT STRATEGIES: W7T2: Industry newcomers use introductory low prices to attract more buyers W1T8: When most buyers see the product in the same way W1T6: Products of rival sellers are identical and suppliers are readily available
THREATS	SO STRATEGIES: S8O2: Seeking ownership / control of a firm's suppliers S3O9: Increased market share for present products S2O7: Target market is large, profitable and growly S3S7O10: Quality, design and price giving a competitive advantage	WO STRATEGIES: W1O7: Present products into new geographic areas W2O6: Technological change is fast paced and competition revolves around rapidly evolving product features

2. TOWS Analysis

From the TOWS Table, the internal factors of the company are strengths to take advantage of their opportunities and minimize threats, which are the quality design, and price that gives a competitive advantage to differentiate their products in a saturated market. In external factors, weaknesses are improved by taking advantage of opportunities and eliminate weaknesses to avoid threats with the use of technology in presenting products in a new market to eliminate rivalry against new sellers offering identical products. The strategies that Agri Machine Enterprise should use are market penetration - seeking market share for present products or services in present markets through greater marketing efforts, market development - seeking increased sales by improving present products or services or developing new ones and product development - introducing present products or services into new geographic area.

B. INTERNAL AND EXTERNAL FACTOR EVALUATION

1. IE Matrix Graph

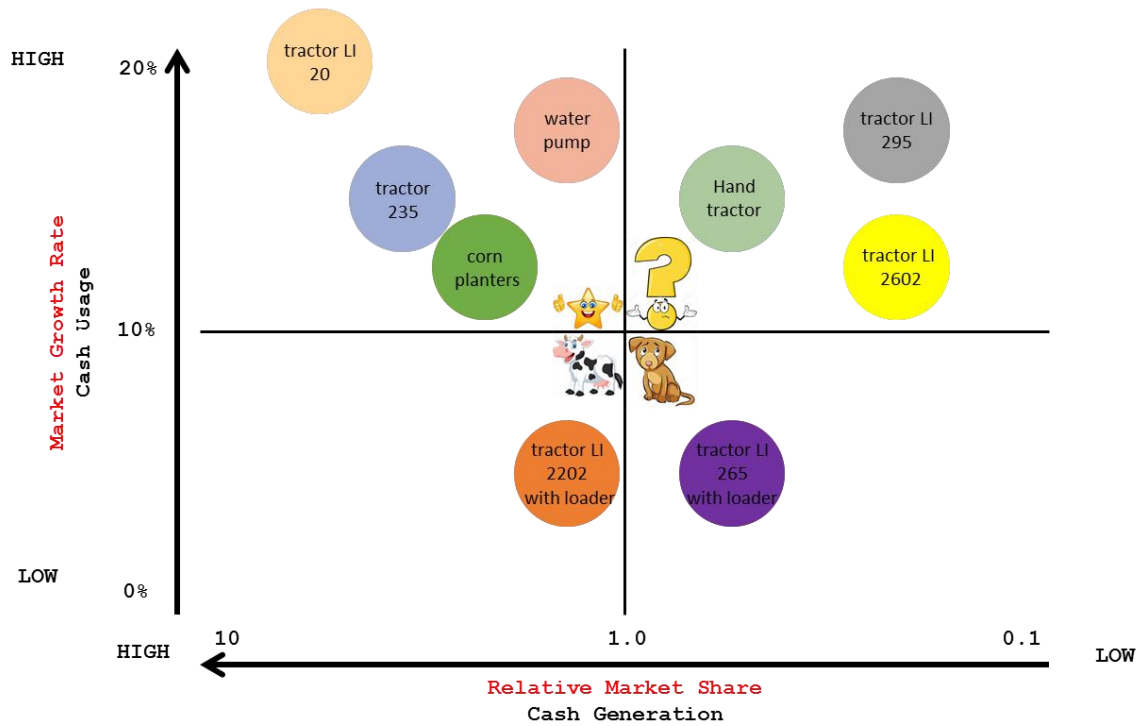


2. IE Matrix Analysis

The IE Matrix result falls in cell V that means hold and maintain, which the strategies are market penetration and product development. In external evaluation, a high total score (2.67) indicates that company's strategies are well designed to meet the opportunities and defend against threats. In internal evaluation, a high score (2.88) indicates that the company is strong against its competitors.

C. BOSTON CONSULTING GROUP MATRIX

1. BCG Matrix Graph



2. BCG Analysis

Question Marks in the BCG Matrix are the products of which the future is not entirely certain. These are Hand Tractor, Tractor LI 295 & 2602. The market growth is high, but the market share is low. The strategy for products that have been designated as a question mark must either be focused on growth (to turn the product into a star) or on cost savings (to turn the product into a cash cow).

Stars in the BCG Matrix are products at the start of the product life cycle. The growth and

market share are high. These are Water Pump, Corn Planters, and Tractor 235 & LI 20. It is important for a company to have stars. The strategy for this product must be aimed at gaining as much as market shares as possible.

Cash Cows in the BCG Matrix are the products that have been on the market for some time. A product that can be classified as a Cash Cow has a high market share and low growth. These are Tractor LI 2202 with loader. With Cash Cows, it is important that the company should optimize its profit.

Dogs in the BCG Matrix are products at the end of product life cycle. The market share is low and low growth. These are Tractor LI 265 with loader.

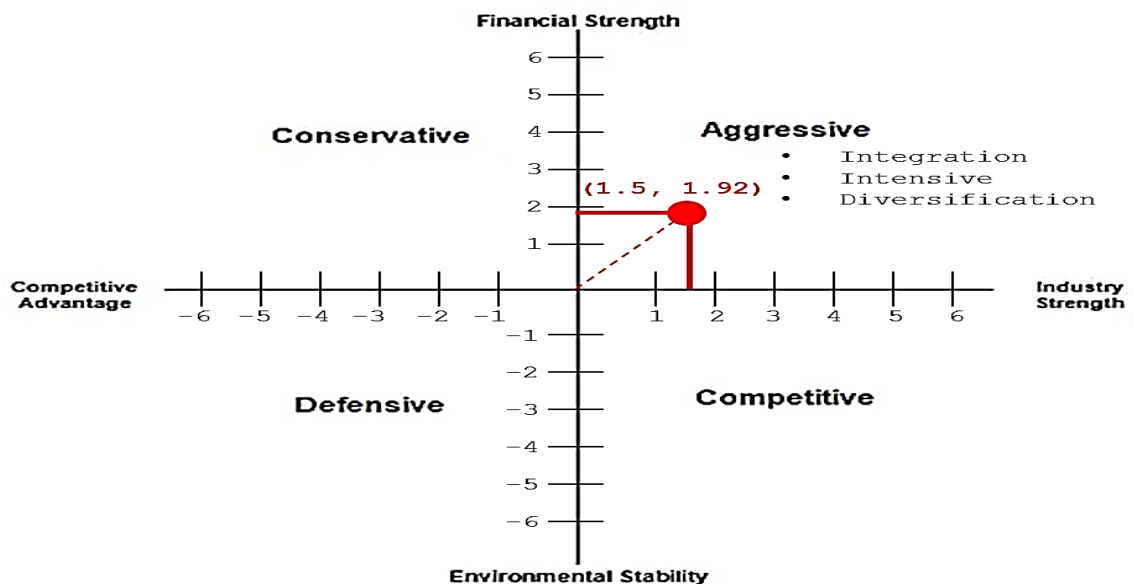
The ideal circle of the BCG matrix. Each product has its product life cycle, and each stage in product's life cycle represents a different profile of risk and return. In general, the company should maintain a balanced portfolio of products. Having a balanced product portfolio includes both high-growth product as well as low-growth product. Knowing what we are selling helps the company to make decisions about what priorities to assign to the products.

D. SPACE MATRIX

1. SPACE Matrix Table

INTERNAL STRATEGIC POSITION		EXTERNAL STRATEGIC POSITION	
COMPETITIVE ADVANTAGE (CA)		INDUSTRY STRENGTH (IS)	
(-6 worst, -1 best)		(+1 worst, +6 best)	
-1	Product Quality	+4	Barriers to Entry
-3	Market Share	+6	Growth Potential
-3	Brand & Image		Access to Financing
-4	Product Life Cycle	+4	Consolidation
		+3	
Total Average: 2.75		Total Average: 4.25	
TOTAL AXIS X SCORE: 1.5			
FINANCIAL STRENGTH (FS)		ENVIRONMENTAL STRENGTH (ES)	
(+1 worst, +6 best)		(-6 worst, -1 best)	
+3	RQA	-3	Inflation
+3	Leverage	-1	Technology
+3	Liquidity		Demand
+5	Cash Flow	-4	Elasticity
		-3	Taxation
Total Average: 4.67		Total Average: 2.75	
TOTAL AXIS Y SCORE: 1.92			

2. SPACE Matrix Graph

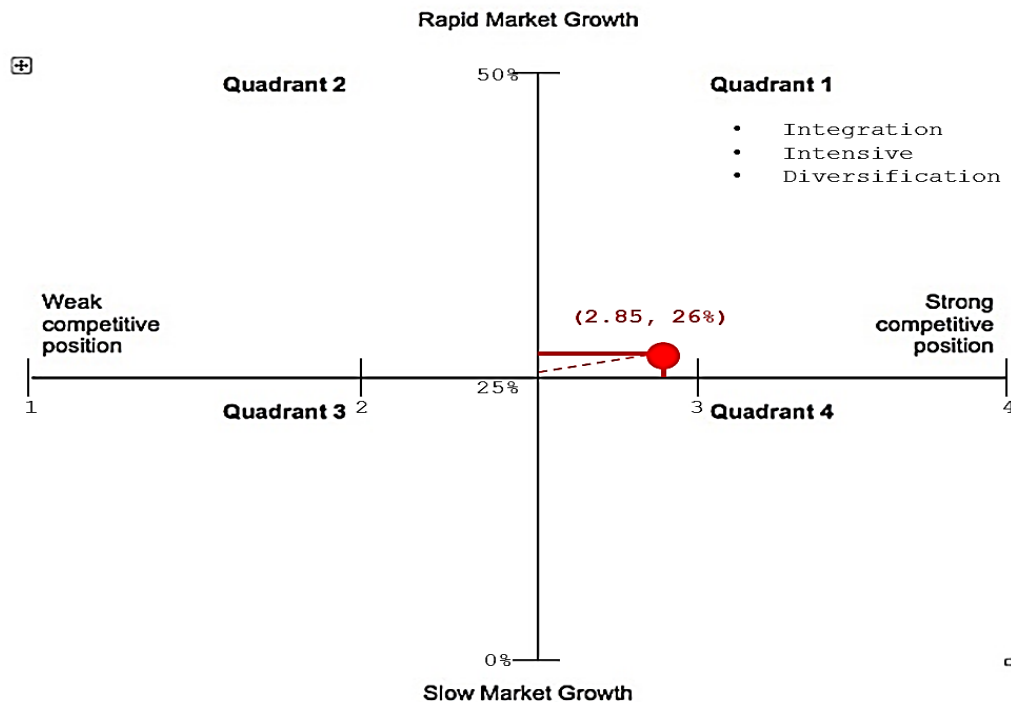


3. SPACE Analysis

Based on the graph, the firm fall into aggressive quadrant of the SPACE Matrix. It is located at the coordinates of +1.5 for x-axis and y-axis of +1.92. The result signifies that Agri Machine Enterprise is aggressive. Aggressive position - an attractive and relatively stable industry, the company has a competitive advantage and it can protect it, a critical factor is the possible entry of new competitors into the industry, it may be considered new acquisitions, increasing market share and focusing on competitive products.

D. GRAND STRATEGY MATRIX

1. Grand Strategy Matrix Graph



2. GRAND STRATEGY MATRIX ANALYSIS

Quadrant 1 (Strong Competitive Position and Rapid Market Growth) - The Firm is located in Quadrant 1 of the Grand Strategy Matrix is in an excellent strategic position. The first quadrant refers to the firms or divisions with strong competitive base and operating in fast moving growth markets. Such firms or divisions are better to adopt and pursue strategies such as market development, market penetration, product development etc. The idea behind is to focus and make the current competitive base stronger. In case such firms possess readily available resources, they can move on to integration strategies but should never be at the cost of diverting attention from current strong competitive base.

X. STAGE 3: DECISION STAGE**A. QUANTITATIVE STRATEGIC PLANNING MATRIX****1. QSPM Summary**

STRATEGIES	TOWS	IE	SPACE	BCG	GSM	TOTAL
1. FORWARD			X		X	2
2. BACKWARD			X		X	2
3. HORIZONTAL			X		X	2
4. MARKET PENETRATION	X	X	X	X	X	5
5. PRODUCT DEVELOPMENT	X	X	X		X	4
6. MARKET DEVELOPMENT	X		X	X	X	4
7. RELATED			X		X	2
8. UNRELATED			X		X	2
9. RETRENCHMENT				X		1
10. DIVESTITURE				X		1
11. LIQUIDATION						0

2. QSPM Table

KEY INTERNAL FACTORS		MARKET PENETRATION		PRODUCT DEVELOPMENT		MARKET DEVELOPMENT	
STRENGTHS	W*	AS**	TAS***	AS	TAS	AS	TAS
1. Experience in the Field	0.10	4	0.40	1	0.10	1	0.10
2. Location and Accessibility	0.05	4	0.20	0	0.00	4	0.20
3. Quality of Product	0.08	4	0.32	4	0.32	4	0.32
4. Better Service Delivery	0.05	3	0.15	4	0.20	3	0.15
5. Offers Better Warranty	0.07	2	0.14	4	0.28	3	0.21
6. Technology Oriented	0.06	4	0.24	4	0.24	4	0.24
7. Certified Products	0.05	4	0.20	4	0.20	4	0.20
8. High Control over all operation	0.04	4	0.16	4	0.16	3	0.12
9. Broad Variety of Products	0.03	4	0.12	4	0.12	4	0.12
10. Good cooperation and networking between customers	0.05	4	0.20	2	0.10	4	0.20
WEAKNESSES							
1. Limited variety of products	0.05	2	0.10	3	0.15	3	0.15
2. No online presence	0.04	4	0.16	3	0.12	3	0.12
3. Seasonal products	0.05	3	0.15	2	0.1	4	0.20
4. Lack of manpower	0.04	2	0.08	0	0.00	0	0.00
5. Poor research and development	0.05	4	0.20	4	0.20	4	0.20
6. High transport cost	0.06	1	0.06	0	0.00	0	0.00
7. High startup cost	0.03	3	0.09	4	0.12	4	0.12
8. Low productivity	0.02	1	0.02	1	0.02	1	0.02
9. Distribution network	0.05	4	0.20	0	0.00	4	0.20
10. Single location means limited reach	0.03	2	0.06	0	0.00	4	0.12
TOTAL	1.00						

WEIGHT***ATTRACTIVENESS SCORE*******TOTAL ATTRACTIVENESS SCORE**

KEY EXTERNAL FACTORS		MARKET PENETRATION		PRODUCT DEVELOPMENT		MARKET DEVELOPMENT	
OPPORTUNITIES	W*	AS**	TAS***	AS	TAS	AS	TAS
1. Affiliation with the bank	0.05	4	0.20	0	0.00	4	0.20
2. Development of production	0.08	3	0.24	4	0.32	4	0.32
3. Direct selling	0.09	3	0.27	3	0.27	4	0.36
4. Improving livelihood	0.05	4	0.20	1	0.05	0	0.00
5. Broaden connections	0.05	4	0.20	1	0.05	2	0.10
6. Online shopping growing popular	0.03	4	0.12	4	0.12	4	0.12
7. Entrants of build-build-build Government projects	0.05	3	0.15	3	0.15	4	0.20
8. Possible press or media coverage of the business	0.05	4	0.20	4	0.20	4	0.20
9. Innovation	0.05	4	0.20	4	0.20	4	0.20
10. Growing reputation	0.03	4	0.12	4	0.12	4	0.12
11. THREATS							
1. Number of connections	0.05	3	0.15	0	0.00	4	0.20
2. Lower prices of competitors	0.03	2	0.06	3	0.09	4	0.12
3. Quality of machine compared to others	0.05	3	0.15	4	0.20	4	0.20
4. Sources of materials	0.06	3	0.18	4	0.24	4	0.24
5. Efficiency	0.06	3	0.18	3	0.18	3	0.18
6. Existing competitors offering identical products	0.05	3	0.15	4	0.20	4	0.20
7. Inflation	0.03	2	0.06	0	0.00	4	0.12
8. Saturated market	0.04	3	0.12	3	0.12	4	0.16
9. Economic crisis	0.05	2	0.10	2	0.10	4	0.20
10. Uncertainty	0.05	1	0.05	3	0.15	3	0.15
TOTAL	1.00						
TOTAL ATTRACTIVENESS SCORE			6.35		5.19		6.58

***WEIGHT**

****ATTRACTIVENESS SCORE**

*****TOTAL ATTRACTIVENESS SCORE**

3. QSPM ANALYSIS

According to the QSPM Table, the highest score of attractiveness is 6.58, which is Market Development. Market development is a strategic step taken by a company to develop the existing market rather than looking for a new market. The company looks for new buyers to pitch the product to a different segment of consumers in an effort to increase sales.

XI. OPERATIONAL PLAN

Overall, Agri Machine Enterprise is a strong company where its external evaluation has a high total score (2.67) where it indicates that the company's strategies are well designed to meet the opportunities and defend against threats. In internal evaluation, it has a high score (2.88)

which indicate that the company is strong against its competitors. Agri Machine Enterprise is aggressive. Aggressive position - an attractive and relatively stable industry, the company has a competitive advantage and it can protect it, the firm is located in Quadrant I of the Grand Strategy Matrix is in an excellent strategic position. Lastly, the strategy that Agri Machine Enterprise should use is Market Development where it should begin with market research wherein a company does a segmentation analysis and its market segments which are worth pursuing. It is an attempt to use the existing product or service to attract new customers. The goal is to expand the reach or tap into a different segment or unexplored market. Once the company decides which segment to choose, the next step of market development involves creating a promotional strategy to enter into the market. For that, companies may have to take the support of both audio and visual media to push the product deeper into the market.

XII. APPENDICES

A. History

Agri Machine Enterprise, born in the year 2015. It was the nature of the work of Mr. Noel Abellera; He was a mechanical technician in his previous job and later on adopt his experiences to build his own business. It took years of work and building trust to be able to provide enough capital. Patience and Courage is necessary. It started as a family business leading to the bigger world of trading agricultural machineries.

ANALYSIS: Regarding the elements of the History, It has completed the elements because it highlights the growth of the company. In addition, Agri Machine Enterprise is very much willing to have another branch soon.

B. Nature of the Company

Agri Machine Enterprise is a Sole Proprietorship owned by Mr. Noel Abellera. It is into trading which caters different kinds of equipment and machinery sold for consumers in the Agriculture Industry. One problem that Agri Machine Enterprise is facing their competitors in which they lower their price to attract consumer. Its operation mainly focused on trading of tractors as well as the services it may need.

ANALYSIS: The elements of Nature of the Company are 1. Legal entity and ownership; 2. Type of business;

3. Problem Statement; and 4. Business Operations. The company has completed the following elements.

C. Vision Statement Analysis

Sustainable agri-business that promotes growth, satisfaction, trust, respect (2), and provide high-quality equipment, machinery, and services (1) towards global competitiveness. (3)

ANALYSIS: Agri Machine enterprise has completed the elements of the Vision Statement.

D. Mission Statement Analysis

To become the leading provider (5) of high quality equipment, machineries and services (2) to the agriculture industry (3). Increasing productivity and enhancing the quality life of farmers (1&6) and continue to grow through innovation and commitment (4). Valuing the importance of our relationships and will continue to be fair and true in our dealings (7) with all employees (9), clients and partners (8).

ANALYSIS: Agri Machine Enterprise has completed the elements of the Mission Statement.

E. Environmental Scanning

1. PESTEL

POLITICAL - Have to secure a DTI Certificate, business and barangay clearance, TIN and BIR certificate, which is necessary for tax records.

Business permit, permit of occupancy and permit to operate provided by the municipality.

ECONOMICS - Change the prices if it is necessary to the season, which is the Harvest Season.

SOCIO-CULTURAL - The location is ideal for the business because it is near the entry and exit of the expressway. In addition, good service is the key to loyal customers.

TECHNOLOGICAL - Most of the supplier are located in central business district, which is Manila. The company gets them via deliveries from their supplier to their storage area.

ECOLOGICAL - They can use and access the machineries easily upon delivery, they will demonstrate the machinery and let them try it too.

LEGAL - Social Media is our mode of our advertisement. They provide sale invoice and acknowledgement in which there is one-month full warranty included to the contract. In the acknowledgment contract, they include everything that is necessary and a promissory note for their outstanding balance, which is now being honored by the law.

2. PORTER'S FIVE FORCES

RIVALRY AMONG COMPETITORS

The rivalry among competitors are high since there are a lot of existing business who offers the same product and are also operating for years now.

THREAT OF NEW ENTRANTS

There is a strong barrier of new entrants within the industry since it needs a high capital to start this kind of business. In addition, there are many present competitors who have been operating and gaining the trust of customers, it will be difficult for the new entrants to enter and stay to the industry.

THREATS OF SUBSTITUTE PRODUCT

There are only few substitute for tractors like those that the use of animals but because of the continuous improvement of technology, farmers nowadays uses for easier and faster work. There may be a few substitutes available but it is much more expensive.

BARGAINING POWER OF SUPPLIERS

The bargaining power of suppliers is very low since the Agri machine can easily switch to other suppliers and the suppliers cannot do anything

about it. Many suppliers offer cheaper prices so its customers can easily switch to others.

BARGAINING POWER OF BUYERS

The bargaining power of buyers is strong than the business since they can easily switch from one supplier to the other who can give them a great offer. In addition, there is business in the area that offers the same product so the customers can go to them depending on their liking.

3. RESOURCES, VALUE CHAIN, BENCHMARKING

RESOURCES - Agri Machine Enterprise resources are based on capital, equipment and human power resources.

VALUE CHAIN - Agri Machine Enterprise's mission is to provide high quality products in order to give a long-term utility of the machineries and identify areas for improvement and activities that add value to their products and services.

BENCHMARKING- Agri Machine Enterprise examined their own machines and identify a similar machine that is performing better. Compare production levels to check if the machine is technically efficient.

F. TOWS Matching

	STRENGTHS	WEAKNESSES
	S1 Experience in the Field S2 Location and Accessibility S3 Quality of Product S4 Better Service Delivery S5 Offers Better Warranty S6 Technology Oriented S7 Certified Products S8 High Control over all operation S9 Broad Variety of Products S10 Good cooperation and networking between customers	W1 Limited variety of products W2 No online presence W3 Seasonal products W4 Lack of manpower W5 Poor research and development W6 High transport cost W7 High startup cost W8 Low productivity W9 Distribution network W10 Single location means limited reach
OPPORTUNITIES	SO STRATEGIES	WO STRATEGIES
O1 Affiliation with the bank O2 Development of production O3 Direct selling O4 Improving livelihood O5 Broaden connections O6 Online shopping growing popular O7 Entrants of build-build-build Government projects O8 Possible press or media coverage of the business O9 Innovation O10 Growing reputation	<ul style="list-style-type: none"> • Seeking ownership/control of a firm's suppliers • Increased market share for present products • Target market is large, profitable and growly • Quality, design and price giving a competitive advantage 	<ul style="list-style-type: none"> • Present products into new geographic areas • Technological change is fast paced and competition revolves around rapidly evolving product features

THREATS	ST STRATEGIES	WT STRATEGIES
T1 Number of connections T2 Lower prices of competitors T3 Quality of machine compared to others T4 Sources of materials T5 Efficiency T6 Existing competitors offering identical products T7 Inflation T8 Saturated market T9 Economic crisis T10 Uncertainty	<ul style="list-style-type: none"> • Many ways to differentiate the product and buyers perceive these having value • Competitiveness attractive segment suited to its own resources 	<ul style="list-style-type: none"> • Industry newcomers use introductory low prices to attract more buyers • When most buyers see the product in the same way • Products of rival sellers are identical and suppliers are readily available