

Internal Factors

Strengths

- Top management support
- Employees expertise
- Strong financial profile

Weaknesses

- Manual processes
- Processes complexity
- Data Inconsistencies
- Resistance to change

SWOT

Opportunities

- Integration with Other systems
- Large customer base
- Company's products are strategic

Threats

- Currency fluctuations
- Changes in Market demand
& Regulations
(Taxes, Accounting Standards)

External Factors