**Streangth:**

1. Millennium is 100 % equity funded business firm.
2. Product quality.
3. satisfaction certificates from its major clients
4. successful as an outsourcing company

**Opportunity:**

1. the low cost of labor
2. high programmer productivity
3. a widespread knowledge in English
4. significant growth of IT sector

**Weakness:**

1. cannot afford large investment in the global media
2. invested heavily in training of its employees and in coaching and mentoring
3. the company equity was not big enough to raise fund publicly from the global capital markets

**Thread:**

1. Image of Bangladesh
2. Global compitators
3. To establish a credible image globally