



Need

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In order to take stock of the current situation and based on the roadmap we have decided to carry out a SWOT of the company current situation

▲ SWOT

- **Strength**
 - Concurrency monopoly
- **Weakness**
 - Population point of view think that the city is dirty and messy
 - Population is large, so there is a lot of person to convince

- Concurrency monopoly
- **Opportunities**
 - Develop the digital of the city
 - Make the city more clean
 - Grow the population satisfaction
 - Make the city image better
 - Involve and raise awareness population to sort their waste
 - Make the business management easier
- **Threat**
 - Tension between Batman and the police can encroach in the project development
 - The city is threatened by many bad guys can hinder the progress of the project
 - Population can be resistant to the change
 - Person can lose their job because of the better organisation