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| **Strengths**  -company well established in the market(1993);  -the managers are experts in their fields;  -fixed tasks and works;  -one huge warehouse;  -modern production management;  -modern working spaces; | **Weaknesses**  -use of manual systems for processing orders;  -lack of delivery trucks (need to hire other companies); |
| **Opportunities**  -to cooperate with more companies;  -to increase the quality and the speed of their services;  -to expand in more countries; | **Threats**  -the presence of similar companies;  -economic instability in the country; |