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| **Strengths** | **Weaknesses** |
| * Company well established in the market (1993). * The managers are experts in their fields. * Fixed tasks and works. * Modern production management. * Modern working spaces. | * Use of manual systems for processing orders. * Lack of delivery trucks (need to hire other companies). * Only one warehouse. * Limited it knowledge among employees. |
| **Opportunities** | **Threats** |
| * Cooperation with more companies. * Expansion in additional countries. * Availability of new technologies. * Global epidemics. * New market sectors. * Decreasing shipping costs. | * The presence of similar companies. * Economic instability in the country. * Unfavorable business policies. * Loss of distribution channels/partners. * Shift in market demand. * On demand, personalized genetically engineered drugs. |