|  |  |
| --- | --- |
| **Strengths**  -company well established in the market(1993);  -the managers are experts in their fields;  -fixed tasks and works;  -modern production management;  -modern working spaces; | **Weaknesses**  -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**  -cooperation with more companies;  -expansion in additional countries;  -availability of new technologies;  -global epidemics;  -new market sectors;  -decreasing shipping costs; | **Threats**  -the presence of similar companies;  -economic instability in the country;  -unfavourable business policies;  -loss of distribution channels/partners;  -shift in market demand;  -on demand, personalized genetically engineered drugs; |