# **SWOT Analysis**

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| **Strengths** | **Weakness** |
| Strong Reputation.  Consistent quality.  Having an experience in exporting.  Diverse products. | Depending on one category which is agricultural raw materials.  Variable products which increase the operations costs. |
| **Opportunities** | **Threats** |
| Expanding to African countries.  Partnering with agricultural companies to supply the raw materials on long term.  Add new processed product. | Restrictions on the export market.  Instability on the economic on the local market.  Unavailability of the raw materials.  Restrictions on the import market. |