

SWOT Analysis

Strengths:

1. Almanara Company has a long history and Customers trust in the brand.
2. Wide range of high quality products.
3. Geographical distribution.
4. Recruitment of highly skilled and experienced employees in the industry.
5. Strong presence in key markets in Egypt.
6. Keeping pace with technological development.
7. Availability of maintenance centers for customers in every governorate, speed in communicating with customer service and solving the problem as quickly as possible.
8. Providing spare parts with reasonable and competitive prices with other brands.

Weaknesses:

1. The company is affected by economic and political changes in Egypt.
2. Regularly updating products requires investments in research and development.
3. Inability to compete on prices with some major competitors.
4. Increase in the percentage of waste in the manufacturing and storage phase.
5. Terminate the partnership between Elmasry and Al-manara.

Opportunities:

1. Increased demand for electrical appliances in Egypt due to the increase in the number of population.
2. Expanding into new and foreign markets through exports.
3. Boycott, enter the market forcefully and encourage partnerships with Egyptian products.
4. Producing environmentally friendly and energy-saving devices.
5. Contributing to the reconstruction of Gaza and the natural disaster in Libya.
6. benefiting from artificial intelligence and creating ideas that keep pace with technological development.

Threats:

1. Import and export restrictions, taxes and fees.
2. Scarcity of production resources.
3. Interest rates and currency exchange rate fluctuations.
4. Intense competition between other companies in the local and global market.
5. Poor economic situation in Egypt.
6. Continuously updating and innovating to meet customer requirements and outperform competitors.
7. The degree of government intervention in the business field.