STRENGTHS

- Low Budget
- Good Reputation
- High Bargaining Power Suppliers
- Big Influence on the Market

WEAKNESSES

- Structural Inertia
- High Transaction Cost
- No Focus on Private Sector
- Week Focus on Process Innovations

OPPORTUNITIES

- Emerging New Markets
- Technologica
 Development
- Demand for Saver Equipments
- Technological Lock in of Product

THREATS

- Low Bargaining Power Buyers
- Highly Regulated Industry
- Ethical Pressure
- Economical Crisis