



Continental Biscuits Ltd.

SWOT ANALYSIS

STRENGTHS

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- Strong brand portfolio with diverse product offerings.
- Focus on quality, innovation, and world-class manufacturing.
- Established market presence in Pakistan.
- Skilled and dedicated workforce.
- Consumer-centric business approach.

WEAKNESS

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- Limited global market presence.
- High dependency on the local Pakistani market.
- Significant costs associated with continuous innovation.

OPPORTUNITIES

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- Expansion into international markets.
- Growth in health-conscious product offerings.
- Increasing e-commerce and online sales potential.
- Potential for strategic partnerships to diversify and expand.

THREATS

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- Intense competition in the snacking industry.
- Economic instability affecting consumer spending.
- Vulnerability to supply chain disruptions.
- Regulatory challenges and potential changes in food safety laws.



DIGITAL
EMPOWERMENT
NETWORK