**SWOT**

S

Old Mansion already has a good reputation with dry spices

Sauces will be made locally

Most ingredients for wet sauces are already in house

Strategic location of warehouse next to highway

Additional warehouse already owned

W

Assumption that traction will be gained in the wet market

Little knowledge about wet market

Assumption that necessary machinery is already obtained

O

At least one of each machine needed to make wet spices

Expands market

Large local market

T

Failure to obtain necessary skilled labor

Vendor performance issues

Warehouse won’t pass inspection