

SWOT analysis of light industry in the Republic of Kazakhstan

Strengths : <ul style="list-style-type: none">• availability of raw materials• proximity to major markets (Russia, China, India)• increasing demand on domestic and international markets• availability of transport and energy infrastructure• availability of production capabilities• relatively cheap labour force (south)	Weaknesses: <ul style="list-style-type: none">• poor quality of wool and hides• low level of competitiveness• lack of investments into industry• high share of exports of goods with low added value• lack of domestic brands• lack of qualified personnel• significant depreciation of fixed assets
Opportunities: <ul style="list-style-type: none">• expansion of the market due to entry into the EurAsEC• development of industries of raw materials processing (cotton, wool, leather)• development of tolling manufacture• transfer of technologies through the organization of manufacturing using the experience of the technological leaders	Threats: <ul style="list-style-type: none">• the level of manufacturing domestic products is below the threshold level of economic security• lack of investments into the sector• strengthening of the expansion of smuggling and counterfeit goods• high competition with the world leaders