

# SWOT Analysis of Speciality Food and Beverage (SF)

Team Keynesian:

Sumit Jha (A2)

Safal Bhattarai (A2)

Royal Katuwal (AS)





## Speciality Foods and Beverage (SF), 1989.

- Sole trading
- Monopolistic competition
- Outsources manufacturing department
- Aims to increase market share with maintenance in quality



# Strengths

- Brand recognition and goodwill
- Market leader



# Weaknesses

- Business structure
- Finance department
- Small company



# External Factors

## Opportunity

- Brand extension
- Market leader
- Product portfolio management
- Vertical integration
- Price discrimination

## Threats

- Imported goods
- Specialized blend
- Technology



# Conclusion

- Test marketing and focus group
- Adapt soft approach
- Financial motivation
- Buffer inventory
- Lean production



# Financial analysis

- Revenue increased by \$24M in last 17 years
- Average collection period is 58 days

