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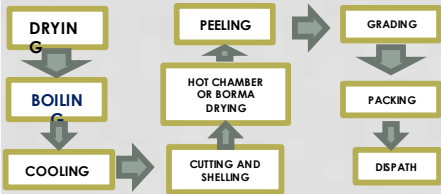
# Study of strength & weakness of Cashew Factory



# INTRODUCTION



# MANUFACTURING PROCESS



# STRENGTHS OF CASHEW FACTORY OPERATIONS

Efficient supply chain management, high-quality product standards, and innovative processing techniques are among the key strengths of cashew factory operations.

These factors contribute to the industry's competitive advantage and market positioning.

## STRENGTHS



- 1) HIGH DEMAND
- (2) LOW CAPITAL INVESTMENT
- (3) SIMPLE PROCESSING
- (4) QUALITY CONTROL
- (5) FLEXIBILITY



## WEAKNESS

- ❖ LIMITED SHELF LIFE
- ❖ SEASONAL AVAILABILITY
- ❖ INTENSE COMPETITION
- ❖ HIGH PRODUCTION COST
- ❖ DEPENDENCY ON EXTERNAL FACTORS



# OPPORTUNITIES

- ❖ INCREASED DEMAND FOR HEALTHIER SNACK OPTIONS
- ❖ EXPORTS OPPORTUNITIES
- ❖ DIVERSIFICATIONS OF PRODUCT OFFERINGS
- ❖ INCREASE IN GLOBAL CASHEW PRODUCTION

OVERALL THESE OPPORTUNITIES PRESENT A POSITIVE OUTLOOK FOR THE CASHEW NUT PROCESSING BUSINESS BY CAPITALIZING ON THESE OPPORTUNITIES ,THE BUSINESS CAN GROW AND EXPAND ITS CUSTOMER BASE WHILE GENERATING SUSTAINABLE INCOME

# THREATS



- ❑ MARKET COMPETITION
- ❑ SEASONAL FLUCTUATIONS
- ❑ FLUCTUATIONS IN CASHEW NUT PRICES
- ❑ LOGISTICAL CHALLENGES
- ❑ REGULATORY COMPLIANCE



# CHALLENGES

The Cashew Industry has the following challenges to face:

- *Cashew-growing countries are expanding into cashew-kernel processing and export.*
- *In the export of cashew kernels, India faces stiff competition from Vietnam and Brazil as cashew kernels are being processed and exported by these developing countries*
- *In some raw nut producing countries, raw material and processing costs are low when compared to India.*
- *Political instability and unstable price are a big challenge for the cashew industry*
- *Increased cost of living and associated cost of production will increase the cost of production of India when compared to other underdeveloped countries.*

# Cashew Nut Products



# **CONSTITUENTS AND HEALTH BENEFITS OF CASHEW**

## **HEALTH BENEFITS:**



- Keeps the Brain Healthy and enhances its functionality
- Improve Heart Functioning
- Good for Preventing Cancer
- Prevent Gallstones in the body
- Treats Obesity and Helps in Weight Loss
- Helps blood flow
- Enhances Eye Health and Vision Clarity
- Keeps the Blood Healthy
- Helps treatment of Diabetes
- Catalyst for Digestion
- Keeps the Skin fresh and healthy

# EMPLOYEE TRAINING AND SKILL DEVELOPMENT

Investing in employee training and skill development is essential for fostering a competent workforce capable of driving operational excellence and innovation in cashew factory operations. Human capital is a valuable asset.



## Recommendations for Improvement



Based on the analysis, recommendations include enhancing technological infrastructure, implementing sustainable practices, and strengthening risk management to optimize cashew factory operations. Continuous improvement is key.

# CONCLUSION

In conclusion, a thorough analysis of the strengths and weaknesses of cashew factory operations provides valuable insights for strategic decision-making and operational enhancements.. Embracing opportunities and addressing challenges is essential for sustained success in the industry..



**Thanks!**