# **SWOT Analysis**

| **Strengths** | **Weakness** |
| --- | --- |
| Strong Reputation.  Consistent quality.  Having experience in exporting.  Diverse products.  Company’s product exist in many governorates in Egypt | Depending on one category which is agricultural raw materials.  Variable products which increase the operations costs. |
| **Opportunities** | **Threats** |
| Expanding to African countries.  Partnering with agricultural companies to supply the raw materials on a long term.  Add a new processed product. | Restrictions on the export market.  Instability of the economy on the local market.  Unavailability of the raw materials.  Restrictions on the import market. |