SWOT Analysis

**Opportunities**
- An unfulfilled requirement
- Arrival of new products
- Loosening of regulations
- Removal of trade barriers

**Strengths**
- Good reputation
- Competitive
- Cost advantages
- Strong brand names
- Patents
- Distribution networks

**Weaknesses/Limitation**
- Lack resources
- Lack channels
- Lack protection
- Weak brand name
- High cost structure

**Threats**
- Products
- Regulations
- Trade barriers
- Market