

SWOT ANALYSIS

Primary factors

S Strengths <ul style="list-style-type: none">•Advantages•Experience, knowledge•Unique characteristics•Resources•Geographical advantage, location•Competence, capabilities•Quality, reputation	W Weaknesses <ul style="list-style-type: none">•Disadvantages•Gap in experience, knowledge•Financial aspects•Reliability and trust•Loss of key staff•Geographical factors
O Opportunities <ul style="list-style-type: none">•Strategic alliances, partnerships•Product development•Import, export•Innovation an technology development	T Threats <ul style="list-style-type: none">•This is an example text.•Loss af alliances and partners•Price infaltion/deflation•Strong competition•Competitors new products and innovation