

5.3 Strategic Analysis (SWOT)

Strengths, weaknesses, opportunities and threats of the company have been subjectively assumed and are summarised as follows:

Strengths

- highly skilled workforce;
- capacity of the facilities;
- location of the facilities;
- up-to-date automated and computerised machinery;
- customer payment terms;
- successful trading history;
- the company has established, strong vendor acceptance within the industry;
- strong management involvement;
- blue-chip customer base;
- experienced management.

Weaknesses

- lack of black empowerment;
- heavy reliance on management;
- lack of succession for management;
- development costs (long-term cost recovery);
- labour intensive;
- labour unrest.

Opportunities

- expansion into other markets;
- competitor entry costs;
- import replacement products;
- export opportunities within Sub-Saharan Africa.

Threats

- small customer base;
- lack of suitable black economic empowerment partner;
- market shifts;
- exchange rate fluctuations.