**SWOTT ANALYSIS**

**Opportunities Threats**

In-house authority on laws more needed information on where to locate stores

Ongoing research on markets Limited means for investing in global markets

Ability to plan on foreign investment limited funds in current economic climate

Up-to-date technology for communication need better ongoing technology improvements

Best innovations in our field for marketing more competition on horizon

Diversity lack of multi language skills

Ongoing sustainable R&D funding for more advanced sustainability

Excellent pricing strategies new competitors coming into industry from other markets

**Strengths Weaknesses**

Systems in place to accept change easily slow strategic planning in current economic climate

Processes work with innovation easily Need more resource alternatives for process development

Resources are stable Alternatives needed for development

Strategic plans focus on goals and vision slow to change plans

Worker enthusiasm for change funding low for change and competent leaders more flexibility for change are involved.

Strong technologies input technology Funding issues

New R&D research is ongoing Innovations are not always made for global markets

Leadership is strong and competent, training Need more diversity training for overseas workers is ongoing and leaders are forward thinking