

# PRIMARY FACTORS

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## Strengths

- Advantages
- Experience, knowledge
- Unique characteristics
- Resources
- Geographical advantage, location
- Competence, capabilities
- Quality, reputation

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## Weaknesses

- Disadvantages
- Gap in experience, knowledge
- Financial aspects
- Reliability and trust
- Loss of key staff
- Geographical factors

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## Opportunities

- Strategic alliances, partnerships
- Product development
- Import, export
- Innovation an technology development

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## Threats

- This is an example text.
- Loss af alliances and partners
- Price infaltion/deflation
- Strong competition
- Competitors new products and innovation