

# SWOT Analysis Report

## STRENGTHS

- Well-established brand recognition
- Highly skilled workforce
- Diversified product portfolio

## WEAKNESSES

- Limited online presence
- Outdated technology in some departments
- Dependency on seasonal demand

## OPPORTUNITIES

- Expanding into new markets
- Adoption of emerging technologies
- Strategic partnerships

## THREATS

- Increasing industry competition
- Changing regulatory environment
- Economic downturn risk