

## SWOT ANALYSIS:

### ○ STRENGTHS:

1. The talented bakers.
2. Competitive price and new marketing strategies.

### ○ WEAKNESSES:

1. new in the market.
2. New setup.

### ○ OPPORTUNITIES:

1. New bakery products in the area.
2. High quality products with reasonable prices.
3. Educated/degree holder bakers.

### ○ THREATS:

1. Low prices of competitors.
2. Experience of competitors in the market and best advertisement strategies.

