

Strengths

Capital stock: We've established and maintained a strong capital base.

Marketing: Aggressive and focused marketing campaign with clear goals and strategies.

Management team: Together have wide experience in product and business know-how.

Opportunities

Packaging: New generation of consumers appreciate high-end bottling and labels.

Craft beer niche: There is a growing community of craft beers appreciators in Botswana.

Government programs: Promotions of and initiatives to support Botswana exports.

Weaknesses

Not tech-savvy: Establishing a reputation on the internet will be challenging.

Quick expansion: There are a lot of new hires to train and organizational structures to learn.

New: Don't have the reputation or money for big breweries.

Threats

Vertical integration: Major breweries are establishing control of supply and distribution channels to corner the market.

Price fluctuation: Huge fluctuations in prices of supplies may occur.

Competitor market: Competition could develop expensive new marketing campaigns.