

# SWOT analysis

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<b>Strengths</b> Own production ISO-certified	<b>Weaknesses</b> Small customer base
<b>Opportunities</b> One main supplier Specialized machinery	<b>Threats</b> One main supplier Threat of unionization

## Strengths

**The own production process, as contrasted with sourcing externally, enables the company to act independently from affiliates and diminish potential risks.** The processes are ISO-certificated, which is known as quality seal all over the world and can be used as a credit of trust towards potential new customers and suppliers (Allur E., Heras I., Casadesus M., 2014).

## Weaknesses

1. PAC's revenue it's only generated by a small customer base.

## Opportunities

1. Company has one main supplier – they can work more closely together in the future.
2. Specialized machinery as an innovation in the production of the computer complements and final products.
- 3.
- 4.

## Threats

1. Company has one main supplier – that can be dangerous in price negotiations.
2. Threat of unionization (Brown, 2009)

## References

Allur E., Heras I., Casadesús M. (2014) Internalization of ISO 9001

<http://www.ibusiness.de/aktuell/db/537473SUR.html>

<http://klbrown1.blogspot.cz/2009/10/disadvantages-of-labor-unions.html>