SWOT analysis

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| **Strengths**  Own production  ISO-certified | **Weaknesses**  Small customer base |
| **Opportunities**  One main supplier  Specialized machinery | **Threats**  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.

**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