

From Swot To Tows

STRENGTHS	WEAKNESSES
<ol style="list-style-type: none"> 1. Lower O/E workload 2. Company in Poland 3. Financial success 4. Substantial turnover 5. Local government 6. Strong and developed employee capital 	<ol style="list-style-type: none"> 1. High O/Swing 2. Low profit per share 3. High debt 4. Old staff/employee 5. IT
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> 1. Globalization 2. European 3. System development 4. System development 	<ol style="list-style-type: none"> 1. Business supply to Administrators (S, O, D) 2. Market saturation (S, O, D) 3. Market - market of retail (S, O, D) 4. Market saturation (S, O, D)
GOALS	STRATEGIES
<ol style="list-style-type: none"> 1. Growth 2. Expansion 3. Expansion in New Areas 4. Expansion in New Areas 	<ol style="list-style-type: none"> 1. Partnership (S, O, D) 2. Partnership (S, O, D) 3. Partnership (S, O, D) 4. Partnership (S, O, D)
KEY RESULTS	STRATEGIES
<ol style="list-style-type: none"> 1. Increase in turnover 2. Increase in turnover 3. Increase in turnover 4. Increase in turnover 	<ol style="list-style-type: none"> 1. Increase in turnover 2. Increase in turnover 3. Increase in turnover 4. Increase in turnover

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