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"Market Changer "

" March "

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REPORT

from

Diagnostics of "Strengths and Weaknesses" for 50 enterprises



Association "Chamber of Commerce - Kardzhali"

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Scope of the assignment: Methodology: The diagnosis is carried out on the basis of a SWOT analysis of the enterprise/business model. The SWOT analysis of the enterprise is considered a mandatory preliminary step in the development of marketing and strategic plans. The results obtained during a situational analysis become the basis for drawing up the strategic goals and objectives of the enterprise. The methodology of the SWOT analysis of the company is reduced to determining its strengths and weaknesses, opportunities and threats to the external environment . Strengths reflect the company's existing advantages. Weaknesses show flaws. Opportunities - what in the environment around the company can be used to create the advantages of a given enterprise in the market. Threats - what in the environment around the company can potentially change the position of the enterprise in the market. In the final form, the SWOT analysis of the enterprise is formed in a standard matrix, with 4 zones.

Stages (steps).

First, to identify strengths and weaknesses. For this purpose, a list of factors is compiled according to which the organization will be evaluated, then for each of them it is determined what is a weak point and what is a strong point. After that, the significant factors that are included in the matrix are also determined. The SWOT analysis of a given enterprise usually includes the following groups of parameters: organization, finance, production, innovation, marketing. enterprise analysis At the next stage, the market is assessed, the situation in the surrounding space is examined, what opportunities are there and what threats exist. Also, a list of parameters is drawn up according to which the market situation is assessed, it is determined that there is a threat from them and this is an opportunity, and the most significant indicators are selected for the subsequent entry into the matrix.

The analysis should examine the following groups of factors: demand, competition, sales, socio-demographic, economic, legal and political, scientific and technical, socio-cultural, environmental and natural, international.

In the third step, the SWOT analysis should compare strengths and weaknesses with threats and opportunities. The output of the third stage should include the strategic conclusions that will allow the organization to solve four questions. The first is how to use the opportunities of the external environment and the strengths of the company. The second is that what is inside the organization can interfere with its plans. Third, what strengths will help you minimize the threats of the external environment. Fourth - what negative environmental factors should we fear the most. SWOT analysis Information about the strengths and weaknesses of SWOT can usually be obtained from internal documentation that characterizes one or another area of the organization's activity (accounting documents, reports on production services, data from company audits, etc.). Obtaining data on threats and opportunities for the external environment can use statistical data, surveys in open sources, targeted surveys conducted for the purposes of the activity.

Result: Reports of conducted SWOT analyzes - 50 pcs.

Summary: The services of preparing a SWOT analysis for 50 enterprises were provided in the period from 02.2023 to 11.2023, to 50 companies/PEs developing activity in agro and food industries from the Kardzhali region, and the list was provided by the Contracting Authority, Chamber of Commerce - Kardzhali . The analysis is carried out for each entrepreneur, in accordance with the task and reflects its specifics. The factors are defined as a result of an analysis of the situation in the area and research in local enterprises. Reports have been prepared on the prepared SWOT analysis, which are attached to the report.

1 : DAMLA 2006 Ltd

SWOT ANALYSIS

Subject: Production and trade of pasta snacks

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • High quality of products; • Excellent reputation; • Regular clients; • Impeccable service; • Business experience; 	<ul style="list-style-type: none"> • Unable to find on appropriate human resources ; • In high operational expenses ; • Expensive inventory; • Difficult deliveries of fresh products; • Increased administrative burden and control – excessive regulatory requirements and checks;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Introduction of a new type of snacks - burgers, donuts, gyros , pizza, etc.; • Takeaway food; • Delivery to homes and offices; 	<ul style="list-style-type: none"> • Economic crises; • Increase in overhead costs; • Unfair competition; • Changes in the regulatory framework and the need for material provision for them;

2: DOCHEVI 2019 EOOD

SWOT ANALYSIS

Subject: Production and trade of pasta snacks

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Use of raw materials of proven origin; • Built reputation; • Loyal clients; 	<ul style="list-style-type: none"> • Difficulties with finding on appropriate human resources ; • Delay in delivery;

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<ul style="list-style-type: none"> • Good service; • Good commercial positioning; 	<ul style="list-style-type: none"> • Wasting a lot of time with administrative work;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Delivery of snacks • Loading service buffets 	<ul style="list-style-type: none"> • Global political crises; • High inflation; • Frequent changes in requirements;

3: KARLUK ST

SWOT ANALYSIS

Subject: Production and trade of pasta snacks

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Loading with raw materials and consumables on site; • Built a good system of work; • Recognition of the business; • Good advertising; • Quality customer service; • Family workers 	<ul style="list-style-type: none"> • Frequent change of suppliers; • Strong competition;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Home deliveries • Diversification of the assortment; 	<ul style="list-style-type: none"> • Political situation; • Increase in energy costs; • Unstable regulatory framework;

4: KARTAL FL

SWOT ANALYSIS

Subject: Production and trade of pasta snacks

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Traditional products; • Stable supplies; • Business experience; • Recognizability; • Quality customer service; 	<ul style="list-style-type: none"> • Lack of personnel ; • Increased supply prices; • Administrative burden;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • New products; • Increase in working hours; • Investments in new equipment; 	<ul style="list-style-type: none"> • Global instability • High unemployment;

5: KITON - 09 EOOD

SWOT ANALYSIS

Subject: Production and trade of pasta snacks

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Quality raw materials;• Good workers;• Quality customer service;• Good site location;	<ul style="list-style-type: none">• Expensive financing;• Insufficient support for this type of business;• Ignorance of European funding opportunities;• Insufficient support from the state;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Custom manufacturing;• Deliveries to offices	<ul style="list-style-type: none">• Weak government;• High prices;

6: NESI PROPERTIES LTD

SWOT ANALYSIS

Subject: Production and trade of pasta snacks

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Fast and easy charging;• Built a good system of work;• Traditional presence;• Branding ;• Good service;• Family business;	<ul style="list-style-type: none">• Many suppliers;• Strong competition;• Limited search
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Increasing demand ;• Revealing a new object	<ul style="list-style-type: none">• The global situation;• Rising costs;• Changes in laws;

7: REGAKO EOOD

SWOT ANALYSIS

Subject: Production and trade of pasta snacks

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Traditional products;• Stable supplies;• Good name;• Recognizability;• Quality customer service;	<ul style="list-style-type: none">• Lack of personnel;• Increased supply prices;• Administrative burden;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• New products;• Investments in new equipment and technologies;	<ul style="list-style-type: none">• Global instability• Regulatory changes;

8: TOPACHINO 2014 EOOD

SWOT ANALYSIS

Subject: Production and trade of pasta snacks

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Loading with raw materials and consumables on site;• Built a good system of work;• Recognition of the business;• Good advertising;• Quality customer service; Family workers	<ul style="list-style-type: none">• Lack of contracts with suppliers;• Very strong competition;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Home deliveries• Diversification of the assortment;	<ul style="list-style-type: none">• Political situation;• Increase in energy costs;• Unstable regulatory framework;

9: FEI - 2011 Ltd

SWOT ANALYSIS

Subject: Production and trade of pasta snacks

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Quality base materials; • Skilled workers; • Quality customer service; • Good location; 	<ul style="list-style-type: none"> • Expensive financing; • Insufficient support for this kind of business and expensive financing; • Insufficient support from the municipality and the state;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • New products; • Office supplies; 	<ul style="list-style-type: none"> • Weaknesses in management; • Increased prices;

10: FUERTE FOODS LTD

SWOT ANALYSIS

Subject: Production and trade of pasta snacks

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • High quality of products; • Use of quality raw materials; • Good reputation; • Regular clients; • Impeccable service; • Business experience; • Well located on site; 	<ul style="list-style-type: none"> • Difficulties at finding on appropriate human resources ; • In high overhead expenses ; • Expensive inventory; • Difficult deliveries of fresh products; • Increased administrative burden and increased control;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • New snacks; • Delivery to homes and offices; 	<ul style="list-style-type: none"> • Geo-political and economic crises; • Increase in overhead costs; • Unfair competition; • Changes in the regulatory framework;

11: KOLSKA FL

SWOT ANALYSIS

Subject: Production and trade of pasta snacks

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Fast and easy charging; • Built a good system of work; • Good positioning; • Branding ; • Good service; Family business;	<ul style="list-style-type: none"> • Many suppliers; • Strong competition;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Increase in customers - tourists and visitors to the city; • Revealing a new object 	<ul style="list-style-type: none"> • The regional situation; • Rising costs; • Changes in regulations;

12: AVICENA ST

SWOT ANALYSIS

Subject: Restaurant management

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • The exceptional quality of your products; • Official reputation; • Selected customers; • Impeccable service that ensures a hassle-free dining experience. 	<ul style="list-style-type: none"> • Unable to find on appropriate human resources • In high operational expenses . • Difficult deliveries of fresh products .
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Current new foods • Takeaway food • Delivery to homes and offices 	<ul style="list-style-type: none"> • Economic crises • Increase in overhead costs • Unfair competition

13: SR 99 Ltd

SWOT ANALYSIS

Subject: Sale of duners

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • High quality of products; • Use of quality raw materials; 	<ul style="list-style-type: none"> • Unable to find on appropriate human resources ;

<ul style="list-style-type: none"> • Excellent reputation; • Regular clients; • Impeccable service; • Business experience; • Good commercial positioning; 	<ul style="list-style-type: none"> • In high operational expenses ; • Expensive inventory; • Difficult deliveries of fresh products; • Increased administrative burden and control – excessive regulatory requirements and inspections;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Diversification of the range of products; • Takeaway food; • Delivery to homes and offices; 	<ul style="list-style-type: none"> • Economic crises; • Increase in overhead costs; • Unfair competition; • Changes in the regulatory framework and the need for material provision for them;

14: BILD TRADING COMMERCE LTD

SWOT ANALYSIS

Subject: Restaurant management

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Loading with raw materials and consumables on site; • Built a good system of work; • Recognition of the business; • Good marketing; • Quality customer service; <p>Family workers</p>	<ul style="list-style-type: none"> • Intermittent suppliers; • Very strong competition;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Home deliveries • Diversification of the menu; 	<ul style="list-style-type: none"> • Political situation; • Increase in energy costs; • Unstable regulatory framework;

15: BLAGI AND ANI COMPANY LTD

SWOT ANALYSIS

Subject: Restaurant management

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Use of raw materials of proven origin; • Built reputation; • Loyal clients; • Good interior; • Good service; • Good commercial positioning; 	<ul style="list-style-type: none"> • Difficulties with finding on appropriate human resources ; • Delay in delivery; • Wasting a lot of time with administrative work;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Use of franchise; • Investments in new equipment ; 	<ul style="list-style-type: none"> • Global political crises; • High inflation; • Frequent changes in requirements;

16: DAR-KA AL. KARADZHOV ST

SWOT ANALYSIS

Subject: Restaurant management

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Quality raw materials; • Good workers; • Quality customer service; • Good site location; • Regulatory requirements covered; 	<ul style="list-style-type: none"> • Insufficient editing ; • Insufficient support for this type of business; • Ignorance of European funding opportunities; • Insufficient support from the state;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Raising the VAT rate; • Home and office deliveries 	<ul style="list-style-type: none"> • Unstable government; • High prices;

17: ZAH EOOD

SWOT ANALYSIS

Subject: Restaurant management

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • The exceptional quality of your products; • Optical reputation; • Selected customers; • Impeccable service that ensures a hassle-free dining experience. 	<ul style="list-style-type: none"> • Unable to find on appropriate human resources • In high operational expenses . • Difficult deliveries of fresh products .
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Current new foods • Takeaway food • Delivery to homes and offices 	<ul style="list-style-type: none"> • Economic crises • Increase in overhead costs • Unfair competition

18: KIANTI 19 FOOD

SWOT ANALYSIS

Subject: Restaurant management

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Loading with raw materials according to schedule; • Built a good quality management system; • Recognition of the business; • Good advertising; • Quality customer service; 	<ul style="list-style-type: none"> • Lack of stable suppliers; • Extreme competition;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Home deliveries; • Diversification of the dishes offered; 	<ul style="list-style-type: none"> • Political situation; • Increase in energy costs; • Unstable regulatory framework;

19: MOKKA LTD

SWOT ANALYSIS

Subject: Restaurant management

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Quality foods; and service; • O tical reputation; • Solving customers; 	<ul style="list-style-type: none"> • Problems with finding on personnel; • In high overhead expenses . • Weaknesses in the supply of fresh products .
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Current new foods • Takeaway food • Delivery to homes and offices 	<ul style="list-style-type: none"> • War; • Increase in costs; • Unfair competition

20: SONICS 74 EOOD

SWOT ANALYSIS

Subject: Restaurant management

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Use of raw materials of proven origin; • Established reputation; • Loyal clients; • Superb interior; • Good service; • Good commercial positioning; 	<ul style="list-style-type: none"> • Problems with finding on appropriate human resources ; • Supply problems; • Heavy administrative work;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Use of franchise; • Investments in new equipment ; 	<ul style="list-style-type: none"> • Crises; • High inflation; • Frequent changes in regulations;

21: FEMILI 2022 EOOD

SWOT ANALYSIS

Subject: Restaurant management

STRENGTHS	WEAKNESSES
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<ul style="list-style-type: none"> • Quality raw materials; • Good workers; • Quality customer service; • Good site location; • Regulatory requirements covered; 	<ul style="list-style-type: none"> • High level of indebtedness; • Lack of support; • Lack of knowledge about European funding;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Home and office deliveries; • New object; 	<ul style="list-style-type: none"> • Price increase; • Crises and stagnation;

22: HRISTO KIPROVSKI FL

SWOT ANALYSIS

Subject: Restaurant management

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Loading with raw materials and consumables on site; • Built a good system of work; • Good business positioning; • Good marketing; • Family workers 	<ul style="list-style-type: none"> • Weak suppliers; • Very strong competition;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Home deliveries • Diversification of the menu; 	<ul style="list-style-type: none"> • Political situation; • Increase in energy costs; •

23: AN - JI 74 EOOD

SWOT ANALYSIS

Subject: Restaurant management

STRENGTHS	WEAKNESSES
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<ul style="list-style-type: none"> • The exceptional quality of your products; • O tical reputation; • Selected customers; • Impeccable service that ensures a hassle-free dining experience. 	<ul style="list-style-type: none"> • Difficulties with finding on appropriate human resources • In high operational expenses . • Difficult deliveries of fresh products .
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • New menu • Takeaway food 	<ul style="list-style-type: none"> • Increase in overhead costs • Unfair competition

24: NLRSLRB

SWOT ANALYSIS

Subject: Restaurant management

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Quality foods; and service; • Excellent reputation; • Regular clients; 	<ul style="list-style-type: none"> • Problems with finding on personnel; • In high overhead expenses . • Weaknesses in the supply of fresh products .
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Current New Dishes; • Delivery to homes and offices 	<ul style="list-style-type: none"> • Wars; • Increase in costs; • Unfair competition

25: ZDRAVETS 2ND FLOOR

SWOT ANALYSIS

Subject: Fast food restaurant

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Loading with raw materials and consumables on site; 	<ul style="list-style-type: none"> • Intermittent suppliers; • Very strong competition;

<ul style="list-style-type: none"> • Built a good system of work; • Recognition of the business; • Good marketing; • Quality customer service; Family workers	
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Home deliveries • Diversification of the menu; 	<ul style="list-style-type: none"> • Political situation; • Increase in energy costs; • Unstable regulatory framework;

26: OSETIA-SIDI-1216 EOOD

SWOT ANALYSIS

Subject: Fast food restaurant

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Products with a good price -quality ratio; • Built reputation; • Regular clients; • Fast and quality service; • Built good relationships with suppliers; 	<ul style="list-style-type: none"> • Unable to find on appropriate human resources ; • In high overhead expenses ; • Ensuring a fresh and interesting presentation throughout service time requires careful planning; • Rapid rate of price increase;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Diversification of the menu; • Delivery to homes and offices 	<ul style="list-style-type: none"> • Global and regional crises • Unfair competition

27: RODOPI MESCO M OOD

SWOT ANALYSIS

Subject: Fast food restaurant

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Products with a good price -quality ratio; 	<ul style="list-style-type: none"> • Lack of personnel; • In high operational expenses ;

<ul style="list-style-type: none"> • Built reputation; • Loyal clients; • Fast and good service; • Built good relationships with suppliers; • Own products; 	<ul style="list-style-type: none"> • Difficult supply of fresh products - mainly vegetables and fruits; • Rapid rate of price increase; • The application on strict sanitary measures .
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Original recipes; • Takeaway; • Cooking for events; 	<ul style="list-style-type: none"> • Pandemic; • Closure of catering establishments;

28: FANNY 22 EOOD

SWOT ANALYSIS

Subject: Fast food restaurant

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • It offers a wide range of options to suit different tastes and preferences; • Built reputation; • Regular clients; • Fast and quality service; • Built good relationships with suppliers; 	<ul style="list-style-type: none"> • Staff turnover ; • In high electricity and consumables costs ; • Strong competition; • High inflation;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Diversification of menus • Takeaway food • Delivery to homes and offices 	<ul style="list-style-type: none"> • Health, political and economic crises • Price increase • Unfair competition

29: PROGRESS 210 LTD

SWOT ANALYSIS

Subject: Fast food restaurant

STRENGTHS	WEAKNESSES
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<ul style="list-style-type: none"> • Efficient self-service operations and lower labor costs contribute to profitability; • Built reputation; • Loyal clients; • Fast and good service; • Built good relationships with suppliers; 	<ul style="list-style-type: none"> • Maintenance challenges on the quality on the food and the reduction to minimum on the waste due to the self-service model ; • In high operational expenses ; • Difficult supply of fresh products - mainly vegetables and meat; • Rapid rate of price increase;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Current new foods • Takeaway food • Delivery to homes and offices 	<ul style="list-style-type: none"> • Economic crises • Increase in overhead costs • Unfair competition

30: BUTER EOOD

SWOT ANALYSIS

Subject: production and trade of confectionery products

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Efficient self-service operations and lower labor costs contribute to profitability ; • Established name and brand; • Loyal clients; • Fast and good service; • Built good relationships with suppliers; • Always fresh products; • Catalog cake orders; 	<ul style="list-style-type: none"> • Maintenance challenges on the quality on the confectionery and the reduction to minimum on the waste due to the "make to order" model; • In high operational expenses ; • Difficult supply of fresh products - dairy products; • Rapid rate of price increase;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • New product models; • Increase the choice in the catalog; • Delivery to homes and offices 	<ul style="list-style-type: none"> • Economic crises • Increase in overhead costs • Unfair competition

31: DOBRUJA LTD

SWOT ANALYSIS

Subject: production and trade of confectionery products

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Good price level; • Qualified personnel; • Cozy interior; • Fast execution of orders; • Quality products 	<ul style="list-style-type: none"> • High cost; • In high operational expenses ; • Difficult supply of fresh products - dairy products;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Diversification of the assortment ; • Online catalog; • Free Shipping. 	<ul style="list-style-type: none"> • Crises • High overhead • Regulatory changes.

32: Sheriff Mumyun Mumyun ZP

SWOT ANALYSIS

Subject: Farmer - Plant Breeding

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • New direct market opportunities for farmers • Expanding the supply of local agricultural products • Gives food entrepreneurs space to grow • A destination for tourists and foodies who already visit local farms • A place for processing to create value-added products 	<ul style="list-style-type: none"> • Competition with farmers markets and stalls • Change in supply depending on seasonal product availability, weather, etc. • Complex and expensive requirements for food safety regulation • Complex logistics when dealing with direct deliveries • Expensive real estate and limited labor market;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Increasing access to fresh food for underserved communities • Facilitating the use of local agricultural products in specialized food enterprises • Selling products from farmers to food entrepreneurs 	<ul style="list-style-type: none"> • Economic downturn; • Lack of funding; • No land can be found; • Can't find staff;

<ul style="list-style-type: none"> • Substitution of food imports with local products • Promotion of seasonal eating and awareness • Centralized wholesale purchase of agricultural products 	
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33: Gulshen Ramadan Muyun ZP

SWOT ANALYSIS

Subject: Farmer - Plant Breeding

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Own family workers; • Varieties of cultivated crops; • Quality production; • Own agricultural equipment; 	<ul style="list-style-type: none"> • Absence of purchase agreements; • Expensive plowing and tillage services; • In high prices for events and supplies; • Land under lease; • Ignorance of the possibilities of receiving subsidies from European funds
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Increase in cultivated land;; • Contracts for the purchase or Centralized purchase of agricultural products in bulk; • Substitution of food imports with local products 	<ul style="list-style-type: none"> • High prices; • Economic downturn; • Lack of funding;

34: Semra Sunyar Ferhad ZP

SWOT ANALYSIS

Subject: Farmer - Plant Breeding

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Agreed purchase prices; • Qualified personnel; • Own land; • Varieties of cultivated crops; • Quality production; • Own agricultural equipment; 	<ul style="list-style-type: none"> • High cost; • In high operational expenses ; • High prices of fertilizers and preparations for plant protection;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • New crops; • Purchase/lease of land; • Long-term purchase contracts; 	<ul style="list-style-type: none"> • Crises • High prices; • Increasing the insurance burden.

35: Raim Hamdi Ramadan ZP

SWOT ANALYSIS

Subject: Farmer - Plant breeding and beekeeping

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Expanding the supply of local agricultural products; • Gives food entrepreneurs space to grow • A place for cooperative processing to create value-added products • Own inventory; • Many years of experience in beekeeping; 	<ul style="list-style-type: none"> • Competition with farmers markets and stalls • Complex and expensive requirements for food safety regulation • Lack of skilled labor; • Insufficient and expensive land; • Insufficient subsidies; • Diseases of bees;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Increase of beehives; • Collection center for wholesale products; • Cooperation with local processors; • Investments in land and inventory; 	<ul style="list-style-type: none"> • Lack of manpower; • Unregulated import of agricultural products; • Bee diseases;

36: ECOFRUIT LTD

SWOT ANALYSIS

Subject: Farmer - Plant Breeding

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Skilled workers;• Varieties of cultivated crops;• Quality production;• Own agricultural equipment;• Own land;• Use of subsidies;	<ul style="list-style-type: none">• Absence of purchase agreements;• In high prices for fertilizers and preparations;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Additional areas of cultivated land;;• Contracts for the purchase or Centralized purchase of agricultural products in bulk;• Adding value through processing of mined produce	<ul style="list-style-type: none">• Crises;• Increase in costs;• Economic recession;

37: AGRO FARZ FOOD

SWOT ANALYSIS

Subject: Farmer - Animal Husbandry

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Own market for meat and wool;• Qualified personnel;• Guaranteed feed;• Own premises for cultivation;	<ul style="list-style-type: none">• High cost;• In high operational expenses ;• Constant risk of contamination and production destruction;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Leasing of land for grazing;• Long-term contracts for the purchase of the production;• New markets abroad;	<ul style="list-style-type: none">• Global instability;• Price increase;• Animal diseases;

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38: DREAM GARDENS LTD

SWOT ANALYSIS

Subject: Farmer - Plant Breeding

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Expanding the supply of local agricultural products• A place for cooperative processing to create value-added products• Quality production;• Own agricultural equipment;	<ul style="list-style-type: none">• Competition with farmers markets and stalls• In high operational expenses ;• High prices of fertilizers and preparations for plant protection;• Lack of skilled labor;• Insufficient and expensive land;• Insufficient subsidies;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Cooperation with local processors;• Additional land and inventory;	<ul style="list-style-type: none">• Insufficient manpower;• Unregulated import of agricultural products;

39: YASHAR AYA EOOD

SWOT ANALYSIS

Subject: Farmer - Plant Breeding

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Skilled workers;• Traditional cultures;• Quality production;• Own agricultural equipment;• Use of European funds and state subsidies;	<ul style="list-style-type: none">• Absence of purchase agreements;• Expensive plowing and tillage services;• In high prices for events and supplies;• Land under lease;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Leasing of cultivated land;	<ul style="list-style-type: none">• High inflation;• Economic crises;

<ul style="list-style-type: none"> • Contracts for the purchase of agricultural products wholesale; • Substitution of food imports with local products 	<ul style="list-style-type: none"> • Reduction in funding;
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40: Durdu Mestan Ramadan ZP

SWOT ANALYSIS

Subject: Farmer - Plant Breeding

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Agreed purchase prices for corn; • Qualified personnel; • Own land; • Varieties of cultivated crops; • Quality production; • Own agricultural equipment; • Additional areas - meadows; 	<ul style="list-style-type: none"> • High cost; • Used land under lease; • In high operational expenses ; • High prices of fertilizers and preparations for plant protection;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • New agricultural crops; • Purchase/lease of additional land; • Long-term purchase contracts; 	<ul style="list-style-type: none"> • Crises • High prices; • Increasing the insurance burden.

41: "REGIONAL" LTD

SWOT ANALYSIS

Subject: Farmer - Animal Husbandry

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Differentiated breeding of animals - sheep and rabbits; • Own production and other buildings 	<ul style="list-style-type: none"> • High cost; • In high permanent expenses ; • Constant risk of contamination and

<p>and: for cultivation of 300 pieces sheep and their offspring to weaning with common area of 500 m2 Production cultivation building on lambs after theirs weaning with capacity for 330 pcs . animals and area of 160 m2.;</p> <p>Straw for storage on rough fodder ;</p> <ul style="list-style-type: none"> • Yard available for walking with shed ; • Automated feeding and drinking process; • Own market for meat and wool; • Qualified personnel; • Guaranteed feed; • Regulatory requirements covered; • Created optimal growing conditions on optimal number animals ; 	<p>production destruction;</p> <ul style="list-style-type: none"> • Expensive credit resource;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Leasing of land for grazing; • Long-term contracts for the purchase of the production; • New markets abroad; • Improvement of working conditions, improvement of hygienic, veterinary, phytosanitary, ecological and other conditions of production; • Creation of new jobs. 	<ul style="list-style-type: none"> • Global crises; • Animal diseases; • High inflation;

42: Sedat Sefat Yunuz ZP

SWOT ANALYSIS

Subject: Farmer - Animal Husbandry

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Differentiated cultivation of cows and sheep ; • Availability of own property ; • Yard available for walking ; 	<ul style="list-style-type: none"> • High cost; • In high permanent expenses ; • Constant risk of contamination and production destruction;

<ul style="list-style-type: none"> Automated process of feeding, watering and milking; Qualified personnel; Contracted feed; 	<ul style="list-style-type: none"> Expensive credit resource; There are no purchase agreements;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> Restructuring and development of available material capacities in farms; Long-term contracts for the purchase of the production; The introduction of new technologies in production and modernization of physical capital; Meeting European Union (EU) standards and improving conditions in agricultural holdings; The construction and commissioning of the fertilizer storage facility Creation of new jobs. Creating optimal conditions for raising an optimal number of animals; Reducing the cost price and increasing the quantity and quality of the manufactured products; Reduction of manual labor in the farm. 	<ul style="list-style-type: none"> Economic crisis; Animal diseases; Lack of funding; Lack of manpower;

43: Emin Myumyun Osman ZP

SWOT ANALYSIS

Subject: Farmer - Plant Breeding

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> Differentiated cultivation of 20,000 decares of pumpkins and 3,600 natural meadows; Qualified personnel; Varieties of cultivated crops; Quality production; Own agricultural equipment; 	<ul style="list-style-type: none"> High cost; Used land under lease; The activity does not currently covers phytosanitary standards ; In high operational expenses ; High prices of fertilizers and preparations for plant protection;

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<ul style="list-style-type: none"> • Additional areas - meadows; 	
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • New agricultural crops - 7,000 decares of cherries, 7,000 decares of plums; • Purchase/lease of additional land; • Undertaking training; • Increasing the quality of the manufactured products; • Creation of optimal volume of production; • Improving farm mechanization; • Achieving compliance with phytosanitary requirements; 	<ul style="list-style-type: none"> • Crises • High prices; • Increasing the insurance burden.

44: Juneit Yuksel Mustafa ZP

SWOT ANALYSIS

Subject: Farmer - Plant Breeding

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Differentiated cultivation of 3,009 natural meadows, 8,400 sweet corn, 2,955 decares of cherries and 3 decares. plums; • Qualified personnel; • Varieties of cultivated crops; • Quality production; • Additional areas - meadows; 	<ul style="list-style-type: none"> • ZP does not possess the necessary professional skills and competences in the field of agriculture.; • Used land under lease; • Hired agricultural inventory ; • The activity does not currently covers phytosanitary standards ; • In high operational expenses ; • High prices of fertilizers and preparations for plant protection;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Transition to organic production; • Undertaking training; • Increasing the quality of the manufactured products; • Creation of optimal volume of production; 	<ul style="list-style-type: none"> • Economic and political turmoil; • Increased inflation; • Unregulated imports; • Increasing the insurance burden.

<ul style="list-style-type: none"> • Improving farm mechanization; • Achieving compliance with phytosanitary requirements; 	
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45: Krasimir Nikolaev Marinov ZP

SWOT ANALYSIS

Subject: Farmer - Crop and animal husbandry

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Existing farm - Dairy cows - 10 pcs. ; • Availability of own property - agricultural building with an area of 777.00 sq.m .; 	<ul style="list-style-type: none"> • Expensive credit resource; • Missing on experience in crop production ; • Lack of qualified personnel; • Absence of agreed redemption; • Lack of inventory;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Differentiation of the business - Lease of new areas - 6 decares of land, where to create massifs of 3 decares of cherries and 3 decares of plums. • Long-term contracts for the purchase of the production; • Creation of new jobs. 	<ul style="list-style-type: none"> • Economic crisis; • Lack of funding; • Lack of manpower;

46: ET "VALENTIN MILKOV PACHEV"

SWOT ANALYSIS

Subject: Farmer - Processing of agricultural products

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Availability of guaranteed raw material - milk from our own farm; • Availability of experience in milk 	<ul style="list-style-type: none"> • Strong competition; • Insufficient quality of dairy products, considering the equipment

<p>processing - own dairy;</p> <ul style="list-style-type: none"> • Availability of qualified personnel; • Traditional markets; • Proven origin of the raw material; • Following a classic recipe; • Lack of transport costs for the raw material; • Wide personal contact in large stores; • Procurement experience that makes it reliable; • Providing complete product information; • Flexible and different in trading and pricing; • Managers know well the competitive approaches of other companies and their product; • Managers are familiar with the main manufacturers in this sector and their marketing position. 	<p>used;</p> <ul style="list-style-type: none"> • Insufficient production capacity;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • The reconstruction of a processing workshop; • The installation of a photovoltaic plant - improving energy efficiency; • Equipping the dairy with new, high-quality machines; • Increasing production capabilities; • Improving food quality and safety and their traceability 	<ul style="list-style-type: none"> • Global crises; • Admission to the market of imitation products; • Leaving staff;

47: ALADA 2020 Ltd

SWOT ANALYSIS

Subject: production and trade of milk and milk products

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Automated processes; • Quality control apparatus; 	<ul style="list-style-type: none"> • Maintenance challenges on the quality on dairy products;

<ul style="list-style-type: none"> • Loyal clients; • Daily deliveries; • Built good relations with farmers; • Own transport ; • Qualified staff ; 	<ul style="list-style-type: none"> • In high operational expenses ; • Difficult supply of fresh products - milk; • Rapid rate of increase in raw material prices and transportation/overhead costs;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • The ongoing innovation processes for new types of food products; • Introduction of high-tech equipment, techniques and technologies; • Introduction of European standards for the quality of food and beverages and their packaging; • Introduction of environmentally friendly production processes and packaging; 	<ul style="list-style-type: none"> • Economic crises • Increase in overhead costs • Unfair competition

48: RODOPCHANKA LTD

SWOT ANALYSIS

Subject: production and trade of milk and milk products

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Availability of guaranteed raw material - milk from own farm • Availability of many years of experience in business; • Automated processes; • Quality control apparatus; • Loyal clients; • Daily deliveries; • Built good relations with farmers; • Own transport ; • Trained staff; 	<ul style="list-style-type: none"> • Maintenance challenges on the quality on dairy products; • In high operational expenses ; • Difficult supply of fresh products - milk; • Rapid rate of increase in raw material prices and transportation/overhead costs;
OPPORTUNITIES	THREATS

<ul style="list-style-type: none"> • The ongoing innovation processes for new types of food products; • Introduction of high-tech equipment, techniques and technologies; • Introduction of European standards for the quality of food and beverages and their packaging; • Introduction of environmentally friendly production processes and packaging; 	<ul style="list-style-type: none"> • Economic and political turmoil; • Increased inflation; • Unregulated imports;
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49: PERPERICONA LTD

SWOT ANALYSIS

Subject: production and trade of milk and milk products

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Optimal production capacity; • Personal Transport; • Availability of a laboratory for quality control; • Good quality of products 	<ul style="list-style-type: none"> • Insufficiently qualified personnel ; • High cost of sales; • Insufficient experience;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Equipping the dairy with new, high-quality machines; • Increasing production capabilities; • Improving food quality and safety and their traceability; 	<ul style="list-style-type: none"> • Economic crises • Increase in overhead costs • Unfair competition

50: VIRBITSA MILK LTD

SWOT ANALYSIS

Subject: production and trade of milk and milk products

STRENGTHS	WEAKNESSES
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<ul style="list-style-type: none"> • Availability of guaranteed raw material - milk from our own farm; • Missing on transport shipping costs on the raw material ; • Proven origin on the raw material ; 	<ul style="list-style-type: none"> • Challenges related to achievement and maintenance on the quality on dairy products; • In high permanent expenses ; • Missing on qualified personnel in milk processing ; • Lack of established markets for dairy products;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • The reconstruction of a processing workshop • Equipping the new dairy with new, quality machines; • Achieving the necessary quality and safety of foods and their traceability; 	<ul style="list-style-type: none"> • Economic crises • Increase in overhead costs • Unfair competition

Conclusion:

In conclusion, we can summarize that factors that positively affect the development of business in the agro and food sectors are mainly determined by a limited market, and these are mainly:

- Building and consolidating a name and brand;
- Better commercial positioning;
- Maintaining the quality of products/services, including:
 - Preserving the quality (recipe) of traditional products;
 - Guaranteeing the use of quality raw materials and materials;
 - Provision of qualified personnel;
 - Availability of good infrastructure;
 - Use of modern equipment and technologies;
 - Enriching the range of offered products and services;
- Availability of own land, buildings and transport;
- Keeping fixed costs low;
- Family business - use of family workers;
- Established partnerships and long-term relationships with suppliers and customers;

At the same time, a negative influence is indicated by the absence or insufficiency of the above-mentioned factors, as well as the recently increased influence of permanently negative trends, such as:

Global :

- Wars;
- Pandemics and health measures;
- Economic crises;

Regional :

- Labor market;
- Property prices;
- Prices of energy resources;
- High overall consumer price inflation;
- Unfair competition;
- Unregulated imports;
- Frequent changes in regulations;
- Excessive administrative burden and control, etc.