



#	STRENGTHS (+)	
1	Strong and diverse brand portfolio	
2	Extensive global presence and distribution network	
3	Research and development capabilities	
4	Strong financial performance	
5		
6		
7		
8		
9		
10		

#	OPPORTUNITIES (+)	
1	Expansion into emerging markets	
2	Growing demand for healthy and sustainable food products	
3	Acquisition and partnerships to diversify product offerings	
4	Investment in e-commerce and digital platforms	
5		
6		
7		
8		
9		
10		

#	WEAKNESSES (-)	
1	Product recalls and quality issues	
2	Negative environmental impact and sustainability concerns	
3	Dependence on a few key markets	
4	Slow response to changing consumer preferences	
5		
6		
7		
8		
9		
10		

#	THREATS (-)	
1	Intense competition in the food and beverage industry	
2	Changing regulations and governmental policies	
3	Health and wellness trends impacting consumer choices	
4	Economic uncertainties and currency fluctuations	
5		
6		
7		
8		
9		
10		