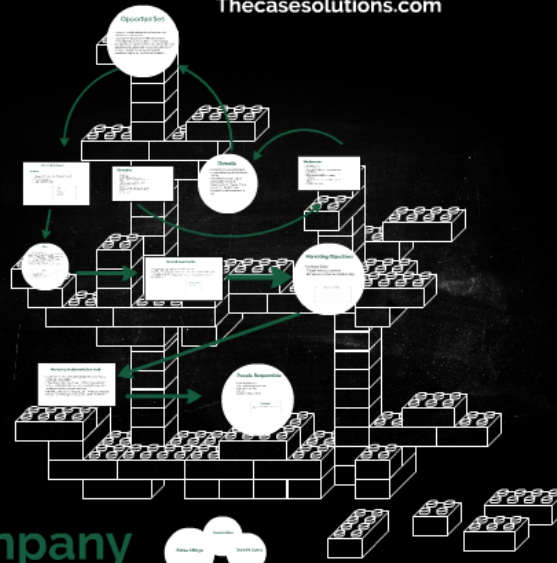


# Abc Company

Thecasesolutions.com



ABC Company





# Strengths

- Good quality
- On time delivery
- Great relationship with employees
- Capability to make parts without buying new machines
- Takes good care of current employees
- Gives back to the community
- Good press
- Personal relationships with customers (speaks up when something is wrong and should be fixed)
- Customized parts

# Weaknesses

- No social media
- Out dated website
- President has a degree in history (out of touch with industry)
- No Competitive pricing
- No one in organization has marketing experience
- issues with biggest client caterpillar (they are unhappy)
- sales have went down