

INTERNATIONAL UNIVERSITY BUSINESS SCHOOL
 UNIVERSITY OF SAUDI ARABIA



ANALYSIS OF SCENARIO IN INTERNATIONAL BUSINESS

GROUP 11

INTERNAL ENVIRONMENT		EXTERNAL ENVIRONMENT	
Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> Highly skilled workforce Advanced technology Strong financial resources Excellent customer service Highly motivated employees 	<ul style="list-style-type: none"> Limited market reach High production costs Overdependence on a few products Weak brand recognition Lack of innovation 	<ul style="list-style-type: none"> Global market expansion Emerging markets Partnerships and alliances Diversification into new products Government incentives 	<ul style="list-style-type: none"> Intense competition Changing consumer preferences Trade protectionism Political instability Supply chain disruptions

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