



# SanaOuj Corporation

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## SWOT Analysis Template

### STRENGTHS

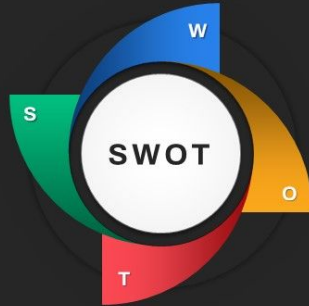


Our strong brand reputation, high customer loyalty, and solid financial performance.

### THREATS



Threats involve increasing competition, economic downturns, and regulatory changes.



### WEAKNESSES

We face a limited product range, market dependency, and outdated technology.



### OPPORTUNITIES

Opportunities include market expansion, innovative product development, and digital marketing.

# SWOT Analysis

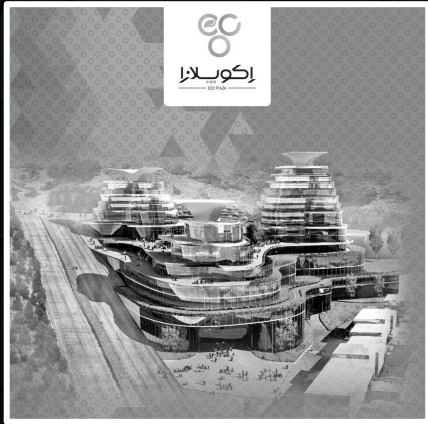
# Internal Strength

- . SanaOuj is known for its established expertise in engineering and construction (metallurgical and machine component manufacturing), only with 20 years in the industry.
- . SanaOuj has a diverse project portfolio, such as encompassing residential, commercial and industrial projects.
- . SanaOuj has done project such as Eco Resistance in Karaj which demonstrated their ability to have strategic collaborations with their consumers in large scale projects and collaborate with other firms successfully.

# Internal Weakness

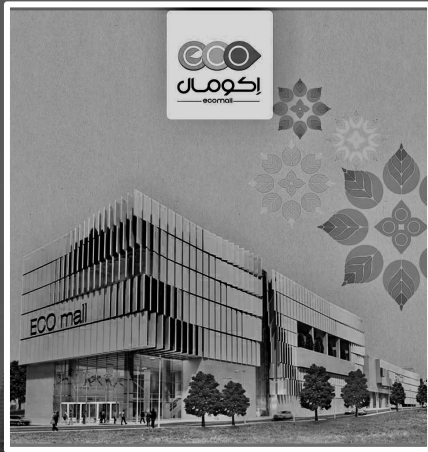
- . As the company is mainly centred in Iran, international market and global best practices exposure is limited.
- . limited information about SanaOuj's recent projects and development, leading to limitation in brand recognition and new clients attraction.

# External Opportunities



- . Adopting more to modern construction techniques and practices of sustainable building could potentially increase project efficiency and raise interest to environmentally conscious clients.
- . Operating more projects in neighbouring countries could expand the company's portfolio even further and reduce reliance on the domestic market significantly.
- . According to Iran's ongoing infrastructure projects, Sana Ouj has the opportunity to participate in national development initiatives.

# External Threats



- . International threats on Iran may affect the availability of materials, overall economic stability, and financing options. This leads to challenges for profitability and project execution.
- . The existing engineering and construction firms located in Iran increases competition significantly, therefore Naca Ouj need to continuously focus on differentiation and innovation.
- . Political instability and tension impactes project life-times, overall business operations and supply chains.





## Resources:

<https://at.linkedin.com/company/sana-ouj>

<https://sanaouj.com/en/>

<https://www.zoominfo.com/c/sana-ouj/547203721>