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STRENGTHS-S		WEAKNESS-W
1. Largest Oil marketing Company in Pakistan 2. Financial Position 3. Marketing and Advertisement 4. Information Systems 5. Retail department 6. Trainings and development 7. Employee Capital		1. High Operating Expenses 2. Low profit per share 3. 50% old design outlets 4. Old staff unfamiliar to IT
O-OPPORTUNITIES	SO- STRATEGIES	WO- STRATEGIES
1.Globalization 2.Penetration 3.deregulation 4.Upstream/downstream Integration	1. Increase supply to Afghanistan. (S2, O1). 2. Move into untapped Areas (S3, O2). 3. Increase number of retail Outlets(S5,O2,O4) 4. Information exchange with supplier and retailers(S4,O4).	1. Hire more IT oriented people (W4, O3). 2. Increase efficiency in business process and supply Chain of company(W1,O4)
THREATS	ST -STRATEGIES	WT -STRATEGIES
1.Strong Competitors in industry 2.Product substitution 3.Induction of New Players 4.Government Policies	1. Penetrate in CNG and LPG market(S1,S2,T1,T2) 2. Introduce new products and services. (S5, S7, T1).	1. Benchmark with Strong competitors (W1, T1).