INTERNAL

EXTERNAL

STRENGTHS	WEAKNESSES
▪ Experience in the industry ▪ Willingness to constantly adapt and grow the business ▪ Ability to invest in new equipment ▪ Location near airport and warehouses ▪ Close proximity to 80% of customer base. ▪ Nearly vertical operation, with only board mill not produced in-house. ▪ Robust training program ▪ 401 Retirement plan benefit. ▪ Third party certification standards for processes and products.	▪ Finding qualified employees ▪ Proper training of new hires. ▪ Managing product flow through the plant. ▪ Accountability of performance by employees. ▪ Limited internal expertise to evaluate, implement, and govern AI tools.
OPPORTUNITIES	**THREATS**
▪ Becoming a leaner operation ▪ Reducing lead times ▪ Educating and training our employees into cleaner/ sanitized facility. ▪ Promote from within the company ▪ More responsive, better trained customer service. ▪ Basic medical insurance is available, improving benefits to attract and retain key personnel. ▪ Adoption of AI tools to improve scheduling, quoting, quality inspection, manufacturing, and administrative efficiency.	▪ A number of local and nearby competitors ▪ An aging-out of supervisors and operators ▪ Wage/ benefits competition from other industries. ▪ Global recession. ▪ Unknown global threats (pandemics) ▪ Competitors adopting AI tools faster, gaining cost and lead-time advantages.

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