

























**Table 6: Degree of importance of SWOT factors**

SWOT groups	SWOT factors				Factor priority within the group	Group priority	Overall priority of the factor
	S1	S2	S3	S4			
<b>Strengths</b>	<b>S1</b>	<b>S2</b>	<b>S3</b>	<b>S4</b>			
Innovation coupled with risk bearing ability (S1)	1.00	3.00	5.00	7.00	0.55	0.49	0.27
Technical expertise in production (S2)	0.33	1.00	3.00	5.00	0.26		0.13
Possibility of customised production (S3)	0.20	0.33	1.00	7.00	0.15		0.07
Presence of unit in the hinter land (S4)	0.14	0.20	0.14	1.00	0.04		0.02
<b>Weaknesses</b>	<b>W1</b>	<b>W2</b>	<b>W3</b>	<b>W4</b>			
Requirement of huge initial investment (W1)	1.00	0.14	5.00	4.00	0.19	0.05	0.01
Huge production costs due to Inability in reaping scale economies (W2)	7.00	1.00	9.00	7.00	0.68		0.04
Huge promotion costs (W3)	0.20	0.11	1.00	0.25	0.04		0.00
Requirement of skilled labourers (W4)	0.25	0.14	4.00	1.00	0.09		0.00
<b>Opportunities</b>	<b>O1</b>	<b>O2</b>	<b>O3</b>	<b>O4</b>			
Rising Customer preference for vegan products (O1)	1.00	7.00	3.00	5.00	0.54	0.35	0.19
Easy Availability of raw material (O2)	0.14	1.00	0.17	4.00	0.10		0.04
Impetus given by Government in the form of flagship schemes and programmes(O3)	0.33	6.00	1.00	5.00	0.30		0.11
No restriction on its production and market as it is Environmental friendly (O4)	0.20	0.25	0.20	1.00	0.06		0.02
<b>Threats</b>	<b>T1</b>	<b>T2</b>	<b>T3</b>	<b>T4</b>			
Supply of poor quality raw materials (T1)	1.00	0.14	3.00	5.00	0.21	0.10	0.02
Competition from the close substitutes (T2)	7.00	1.00	3.00	5.00	0.59		0.06
Loyalty of customers for synthetic products produced using chemicals and animal leather (T3)	0.33	0.33	1.00	5.00	0.14		0.01
Rising demand for raw materials from other prospective industries (T4)	0.20	0.20	0.20	1.00	0.05		0.01