

SWOT

Strength;

- Avery specialized product
- Covers a large array of information needed to by operator for decision making
- Powerful tool, can stand alone; online purchasing, automatic account created, manuals and tutorials on line, automated invoicing by emails, automated updates for account payments.
- Well priced—Low priced
- Supported BY IMC and ITC (Locally; Frame work contract)
- A rented Item, so client will get continuous updates
- Small initial investment
- Can be operational on the spot, no 6 month wait time for ERP localization.

Weaknesses;

- Web based, some clients are still fearful of the internet security
- Well priced; classified as cheap product
- IMS is a small new company with no history—Brand Ashraf Habib
- Weak cliental list, Only Local, no international companies
- Will take a while to catch on and be used by the entire industry
- New concept that needs an expensive marketing plan

Opportunity;

- A unique engine of its kind in the world, only 3 similar found so far. Myfactory-garments is the strongest of them all for the garment industry.
- Locally Egypt has been experiencing a 17% growth in garment industry over the past three years, thanks to the QIZ and increased EU orders.
- Internationally: The garment industry is relying more on ERP systems to decrease cost and maximize profits.
- Can add new languages very easily(operating in English, Arabic, French, Spanish) Looking to ad Chinese, Portuguese, Indian, Vietnamese, Romanian and Russian.
- Can expand vertically
 - Buyer software (done)
 - Fabric manufacturing Knitting/ Weaving
 - Embroidery/ screen-printing
- Can diversify into other small and medium industries like;
 - Plastic, (Packaging containers, pipes, roles)
 - Furniture Manufacturing

Threats;

- It is a soft ware, it can be stolen or copied. Copy right rules are not always in-forced in third world countries where most of the clients are located. We overcome that by hosting the program on our own servers.