

SWOT Analysis – Florian’s Fasteners

	Strengths	Weaknesses
Internal	<ul style="list-style-type: none">• Strong industry reputation for quality and craftsmanship• Experienced, committed employees who are passionate about Florian’s, its culture and its values	<ul style="list-style-type: none">• Strong reliance on few large customers in the wholesale & retail segment• Relatively high cost base compared with emerging low-priced competitors• Innovation pipeline has dried up
External	<ul style="list-style-type: none">• Growth in construction, automotive, aerospace, and industrial machinery segments drive demand for fasteners• Emerging market niches such as elevators and IT data centers require custom made fastener solutions• New additive manufacturing technology enables mass customization and higher levels of automation	<ul style="list-style-type: none">• Overall industrial fastener industry growth slowed in recent years while rate of commoditization increased• Emerging low-priced competitors such as Competitech jeopardize Florian’s existing market position