

EL LIVI

BUSINESS



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ABOUT EL LIVI

Sanchez Rodriguez Aurora is registered as an individual entrepreneur. Its main business is wholesale of fruits and vegetables, fresh vegetables and greens, which falls under the Trade sector group. Its registered office is in the municipality of Cabezuela del Valle, in the province of Caceres.





STRENGTHS OF EL LIVI



- they can work together
- safety for workers (social security and they can leave if they need to)
- exchange of services between the members
- strategy alliances

WEAKNESSES OF EL LIVI

- cybersecurity: risks of computer attack such as malware, phishing and hacking
- competition: pressure from new competitors and technological changes in the market
- financial risks: liquidity problems, market fluctuations and changes in interest rates
- regulation: changes in laws and regulations that impose new requirements



OPPORTUNITIES OF EL LIVI



- dependence on supplies: if “el levi” depends heavily on certain supplies for raw materials or products
- financial limitations: cash flow problems, high debt and restrictions on the innovation.
- obsolete technology: using out dated technology can make “el livi” less efficient

THREATS OF EL LIVI

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THANK YOU

For the attention

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