

# Chemical industry

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# Advantages:

- Chemical industry initiates board meetings
- The chemical industry has safety purposes
- The chemical industry makes promotional strategies
- The chemical industry has marketing mix
- The chemical industry has detailed programs
- The infrastructure of chemical industry is based on its balance sheet and profit and loss

# Disadvantages



- Chemical industry does not have maximum investment
- Chemical industry proposes to work with other companies not independently
- Chemical industry has value chain which proposes the act of law
- Chemical industry has reduced its employees in the past years
- Chemical industry has lower budget for project management

# Threats

- Chemical industry is based by hazardous materials
- Chemical industry has minimum way to compensate its damages
- Chemical industry does not reflect on its damages
- Chemical industry has minimum action within how the product of chemicals are made
- Chemical industry behaves “like” a market not within the market
- Chemical industry materials of safety can mostly be applied to icons

# Weaknesses

- Chemical industry is not only cost based but profit cutting demand and supply
- Chemical industry poses plants but not its employees
- Chemical industry manages its employees but not embrace them causing less motivation example Bio plants
- Chemical industry has exhibitions of power but the general promotional view is lost
- Chemical industry has output but with disadvantages of consumer good