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