

# S.W.O.T Analysis: Egypt

Amy Hakim

## Strengths

**Location** - access to both Mediterranean and Red Sea connecting Europe and Asia = good for trade

— Legal system in favour of foreign business

**Young Workforce** - This is a positive point when it comes to obtaining labour force for new and existing business in the country. ( 60% under 30 )

**Literacy Rate** - 90 M 80 F  
**Ease of doing business** - 60.1

## Weakness

— Corruption

— Disparities in level of education

## Opportunities

— Free trade zone between Mediterranean states

— Efforts towards banking sector consolidation should bring down the cost of private sector credit and fuel small business growth

— **GDP** - 363.1 billion \$ (2020)

## Threats

— Terrorism

— Patronage networks delay attempts at fighting corruption and cutting bureaucracy

