KIBINAI

The kibinai is a traditional Lithuanian’s food, it is a dough with meat and onion cooked in the oven.

**SWOT ASSESSMENT**



1. It has made of local products.
2. Made of local products .
3. There aren’t similar recipes in the world.
4. There aren’t a additives and preservatives.
5. It is an healthy food.
6. It has a lot of calories
7. Unique recipes
8. There is a vegan alternative.
9. There aren’t global competitors.
10. It can be advertise as slow food.
11. There are locals competitors.
12. It hasn’t an original recipe.
13. The price for transports etc. could drive up the general price.

All the ingredients are supplied by “Kauna’s farm”, this farm offers the best products of Lithuania. All the animals are free to graze and all the meat is treated in the best ways for give her softness and flavor, while there aren’t addives and preservatives in the agricultural fields.

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| **Competitors weaknesses** | **Our weaknesses** |
| American meat | No use of the social media |
| Kibinai is sold only globally | Don’t produce other food |
| No web site | New company |

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| **Competitors strenghts** | **Our strenghts** |
| Others local food | Organize events for make the product know abroad |
| More famous than us | Local and quality products |
| No need high costs for transports ect. | Alternative for all the people’s tastes |

**Vision**: we want to make kibinai global.

**Mission**: Adapt our product to foreign countries market’s, changing some ingredients. For example changing the types of meat or vegetables-

**Goal**: Our goal is to produce other types of typical products, adapting them to all the foreign markets.