AL TANMIA CHEMICALS LLC

QUALITY, HEALTH, SAFETY, AND ENVIRONMENT SYSTEM

SWOT Analysis

ROLE	NAME	SIGNATURE	DATE
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1. REVISION AND APPROVAL

Rev.	Date	Nature of Changes	Approved By
00	06 Oct 2025	Original issue.	**MANAGING DIRECTOR**

AL TANMIA CHEMICALS LLC

SWOT ANALYSIS REPORT
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1. Purpose

The purpose of this SWOT analysis is to identify the internal strengths and weaknesses and external opportunities and threats that may influence the business activities, operational performance, customer satisfaction and growth of Al Tanmia Chemicals LLC.

2. SWOT Analysis

A. STRENGTHS (Internal Factors)

1. Experienced technical and commercial personnel with expertise in Oil & Gas chemicals, industrial chemicals and technical services.
2. Established business relationships with international specialty chemical manufacturers and suppliers, including CHIMEC, LSPI and Solenis.
3. Capability to source and supply specialty chemicals, including Oil & Gas drag reducing agents (DRA), production chemicals and industrial process chemicals.
4. Technical knowledge of chemical applications, product selection, troubleshooting and customer requirements.
5. Experience in executing industrial projects involving chemical cleaning, high-velocity flushing and chemical dosing systems.
6. Established understanding of Oman's Oil & Gas, industrial and infrastructure sectors.
7. Ability to source specialized products from multiple international suppliers.
8. Diversified business activities covering Oil & Gas chemicals, industrial chemicals, filtration products and water treatment solutions.
9. Customer-focused approach with emphasis on technical support and timely response.
10. Flexibility to respond to project-specific requirements and customized chemical supply needs.

B. WEAKNESSES (Internal Factors)

1. Relatively small organizational structure compared with established multinational chemical suppliers.
2. Dependence on international manufacturers for certain specialized chemicals and filtration products.
3. Limited availability of certain specialty chemicals in local stock, resulting in dependence on import lead times.
4. Need to further expand the company's brand recognition and market presence in the Oil & Gas sector.
5. Requirement for continuous development of technical personnel and specialized product knowledge.

6. Working capital requirements associated with bulk chemical procurement and extended customer payment cycles.
7. Need to continuously expand manufacturer authorizations, customer registrations and approved vendor status.

C. OPPORTUNITIES (External Factors)

1. Increasing demand for specialty chemicals and chemical solutions in Oman's Oil & Gas industry.
2. Opportunities to supply drag reducing agents (DRA), production chemicals, corrosion inhibitors, scale inhibitors and other oilfield chemicals.
3. Potential business opportunities with major Oil & Gas operators, EPC contractors and oilfield service companies.
4. Expansion of industrial chemical trading and specialty chemical distribution activities.
5. Growing demand for industrial filtration products, filter elements and process equipment.
6. Opportunities arising from new infrastructure, energy, industrial and petrochemical projects in Oman.
7. Potential to establish additional strategic partnerships with international chemical manufacturers.
8. Opportunities to participate in government and private-sector tenders and long-term supply agreements.
9. Expansion of local sourcing, storage and distribution capabilities to improve product availability and delivery performance.
10. Opportunities to strengthen the company's position through technical support, product differentiation and competitive pricing.

D. THREATS (External Factors)

1. Strong competition from established international chemical manufacturers and local chemical trading companies.
2. Fluctuations in international chemical prices, raw material costs and foreign exchange rates.
3. Shipping delays, international logistics disruptions and changes in freight charges.
4. Delays in customer project execution, tender awards and procurement approvals.
5. Changes in Oil & Gas industry spending and capital expenditure due to fluctuations in global oil prices.
6. Changes in statutory and regulatory requirements relating to chemical importation, transportation, storage and handling.
7. Dependence on manufacturers for product availability, technical documentation and delivery commitments.
8. Customer payment delays and extended credit periods affecting cash flow.
9. Risks associated with the transportation, storage and handling of hazardous and industrial chemicals.
10. Changes in customer specifications, approved product requirements and vendor registration conditions.

3. SWOT Action Plan:

Sl. No.	Identified Area	Proposed Action
1	Market competition	Strengthen manufacturer relationships and offer competitive technical and commercial solutions.
2	Limited local stock	Identify fast-moving products and maintain suitable inventory levels.
3	Market presence	Expand customer registrations and approved vendor status with Oil & Gas operators and EPC contractors.
4	Technical competency	Arrange regular product training and technical development for employees.
5	Supplier dependency	Develop alternative qualified suppliers for critical products.
6	Working capital	Monitor customer credit periods and supplier payment terms.
7	Business opportunities	Actively pursue Oil & Gas chemical supply tenders and long-term contracts.
8	Regulatory compliance	Monitor applicable chemical import, storage, transportation and handling regulations.
9	Logistics risks	Plan procurement and delivery schedules in advance.
10	Customer satisfaction	Monitor customer feedback and address complaints promptly.

4. Monitoring and Review:

The SWOT analysis shall be reviewed by management periodically to assess changes in internal and external business conditions.
The effectiveness of the proposed actions shall be monitored through:

- Business development and sales performance.
- Customer satisfaction and feedback.
- Supplier performance.
- Project execution and delivery performance.
- Employee competency and training.
- Regulatory compliance.
- Identification and management of business risks and opportunities.

5. Conclusion

Al Tanmia Chemicals LLC aims to strengthen its position in the Oil & Gas and industrial chemical sectors by leveraging its technical expertise, international supplier relationships, chemical sourcing capabilities and customer-focused approach.

Management shall utilize the identified strengths and opportunities while addressing internal weaknesses and mitigating external threats to support sustainable business growth and continual improvement.

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