

- Strong hub winemaking traditions, one of the three wine making tradition, sufficient number of experienced staff involved in this process;
- Traditions of clay crafting and ceramic production, a large number of skilled and experienced persons engaged in the manufacturing process;
- Imeretian and Zestafoni cuisine / culinary traditions and skilled staff;
- There is a sufficient number of successful businesses, mostly small business, and positive image across Georgia;
- Each business is established on the domestic market and some has successful experience on international market;
- Enough resources for business development (raw materials, cargo, human resources and other / except finance);
- Experience of municipality governance, business and CSO cooperation and increasing trends; A good level of community involvement in local issues.
- Transparent, simplified procedures and minimum bureaucratic barriers;
- Municipality Infrastructure can be said is in satisfying condition (Mainly Road);
- Low level of business communication with foreign friends and other partners, lack of position on the foreign market;
- The vast majority of small businesses and their financial sustainability is under question and resources are insufficient;
- Theoretical knowledge and qualification of management is not enough, as well as the number of highly qualified and contemporary staff;
- The level of modern technologies (according to the sectors) and the utilization / implementation of electronic resources;
- Quality of business cooperation is fragmented in the cases of foreign business policy implementation;
- High interest rates and low level of investment / insufficient access to finances;
- Separate, different types of municipal infrastructure faults;
- Not adapted environment for people with disabilities;
- Inadequate development of tourism sector in the municipality / despite existing resources /;
- Low level of introduction of business insurance and relevant knowledge;
- Non-compliance with local products and services to the international standards.

Opportunities

- Support of international donor organizations for business, including small and medium enterprises, development programs and projects;
- State privileged credits and co-financing projects available for small and medium businesses across the country;
- Develop and implement joint business projects together with foreign friends in the same countries to find more partners;
- Increase the municipality's recognition in neighboring countries and Europe;
- Increasing number of tourist in the region and municipality;

Threats

- The possibility of climate change, natural disasters and natural disasters;
- Soil erosion, spread of epidemics and pests in agriculture;
- Risks of environmental pollution;
- Difficult geopolitical environment, economic and political fluctuations and unpredictable changes;
- Increase of migration processes and reduce of population, including qualified personnel;
- Reduction of the annual subsidy of the municipality from the state budget, as well as reduction of direct revenue;
- Worsening socio-political background and criminal situation;