

- Retraining of persons employed in the field of business and preparing specialists with high qualification;
- Support to the local business in search of investments and key markets;
- Implementing privileges for entrepreneurs;
- Implementation of co-financing program in the targeted fields of business by Municipality;
- The ability to use technological innovations and the use of electronic means;
- Available of human resources;
- Mistrust and nihilism in society, including in business (in some parts);
- Increase in inflation level;
- Reduce of investments in the country.

### *SWOT Text accompanying analysis*

To take into account geographical location of Zestafoni Municipality with auto and railway highways and airport, as well as development of metallurgical enterprises and JSC "Cables Factory" success and the business reputation and relationships of these enterprises, it is a good prerequisite for regular business meetings and business meetings in Zestafoni. Even more, Zestafoni should turn into the main location for these meetings in the region (with Kutaisi), where it will be possible to organize business meetings with the representatives business of upper Imereti and the entire region. Here will be possible to introduce them to each other-closer, share experience and find new ways to extend. Also can be organized their meetings with businessmen from neighbors and other countries, with international donors and investors;

It is also important to find new business directions; For example, in recent years tourism is developing in Georgia but in Zestafoni and its neighboring municipalities it is still not functioning, despite the abundance of existing natural and historical-cultural monuments. Obviously, we should not leave this segment carelessly and take into account specifications of Imereti and it's resources we should prepare the ground for serious progress in this direction.

It should be noted that the development of large industrial enterprises for Zestafoni may still remain a serious factor. At the same time, on the basis of discussions held within the framework of the partnership, the idea was that the development of the municipality should be based primarily on the integrity of traditional farming and cultural values. Based on these discussions and conclusions, three priority directions were identified; Winemaking; Pottery and ceramics; Culinary and catering services.

We have all major components to development in all three directions: Natural environment and climatic conditions, traditional and highly known grape varieties and all other raw materials, Qualified, experienced staff or just interested and motivated people / specialists and workers, market trends and incentives, more opportunities for growth and development, and more area / space for engagement and cooperation.

For successful implementation of these objectives, it will be necessary for maximum mobilization and use of internal and external resources and opportunities:

- Apply a part of the limited financial resources of the municipality to the implementation of this plan;
- Establishing business and perspective relationships with friend Cities / Municipalities of Zestafoni;
- Support to the local business in finding financial resources;
- Supporting in retraining of high level managers and specialists;
- Promote modern technologies and introduction of electronic services;
- Promoting business relationships, supporting implementation to the internal and external markets;

All above mentioned should be a prerequisite that after several years Zestafoni municipality will become the center "hub" of economic and business development of Upper Imereti, Where regularly will be held business meetings.