

Table 1. Swot Analysis of Artel

Internal factors		External factors	
Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> Brand recognition in the household market Wide range of products Well-designed distribution network 	limited international presence dependence on local suppliers with raw materials limited online presence in commercial channels	Non-stop increasing demand on household appliances International markets availability Commercial channels and digital marketing	High competitive market Instability on Economy of Uzbekistan Technologic advancement

Table 2. BCG Matrix of Artel

Star	Number of types	Cash Cow	Number of types	Question Mark	Number of types	Dog	Number of types
microwave ovens	23	automatic washing machines	22	Sandwich maker	1	water heaters	6
built-in stove cabinets	9	vacuum cleaner	35	Thermos	1	kitchen scale	1
air conditioners	45	Mini gas stove	12	Electric grill	1	electric kettle	8

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burner	23	Tv	32	Multi cooker	2	Dish washi ng machi ne	1
fridge	62	Kitchen plates	55	Humidifie rs	3	scales	2
Semi automatic washing machines	48			hair dryer	4	meat grind er	7
				grinder	2	blend er	7
						iron	11
						mixer	2