

KELOMPOK 11

NAMA ANGGOTA :

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SWOT analysis example

Strengths

- What do we do well?
- What's unique about our organization?

Customer service:

Our customer service is world-class compared to our competitors seeing as we have an NPS score of 90.

Weaknesses

- What could be improved?
- What resources could improve our performance?

E-commerce visibility:

Our website visibility is low due to our lack of marketing budget, with transactions continuing to decrease.

Opportunities

- Are there market gaps in our services?
- What are our goals this year?

Marketing campaign:

In order to improve e-commerce visibility, we'll run ads on Youtube, Facebook, and Instagram.

Threats

- Are there industry changes?
- What new market trends are on the horizon?

New competitor:

With a new e-commerce competitor set to launch within the next month, we could see a decline in customers.