**SWOT ANALYSIS:**

**Strengths :**

* Broad range of products
* Own Logistics services
* Own payment gateway
* COD available on all items

## ****Weaknesses :****

## No return policy.

## Shipping charges could be high sometimes

## There might be a delay in delivering products sometimes

## ****Opportunities :****

## Expanding the product range.

## Expansion of business.

## 

## ****Threats :****

## Stiff competition from the other e commerce companies.

## Many customers are reluctant to pay online.

## Customers continue to have concerns about online services in relation to fraudulent use of their financial data.